

E-COMMERCE SPECIALIST

MAKSIM SHMELEV

Preferred Locations: Bordeaux, Paris, European Union (Remote: UTC +1, Paris Time)

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Education

Sep '2025 – Jul '2027 France, Bordeaux	Higher School of Marketing, KEDGE BUSINESS SCHOOL Master of Science, Marketing (Brand & Product management) Relevant courses: <i>Google Analytics, Marketing decision making in a circular economy, Data analytics and AI, Financial performance</i>
July '2024	Professional Training course, Yandex Practicum Marketplace Manager (256 hours practice) Relevant courses: <i>Data analysis, Marketplace management, E-commerce basics, Business communication</i>
Jun '2024	Professional Certificate, Google Digital Marketing & E-commerce Relevant courses: <i>Marketing analytics, E-commerce management, Online advertising</i>
Sep '2021 – July '2025 Russia, Moscow	Higher School of Management, Plekhanov Russian University of Economics Bachelor of Science, Economics and Management (English-taught) Relevant courses: <i>Marketing, Statistics, Econometrics, Organizational management, Product design, Business analysis, Data analytics</i>

Professional Experience

Feb '2025 – Aug '2025	Fuh!, Startup Degree program – Product Manager <ul style="list-style-type: none">Co-launched a subscription-based mental health startup, working on go-to-market, branding, and product strategy.Analyzed user behavior, engagement, and retention throughout the subscription launch to identify growth and UX issues.Drove product improvements by translating early user feedback and performance data into actionable changes.
▪ Oct '2024 – Feb '2025	Socialist LLC, E-commerce department – E-commerce Intern <ul style="list-style-type: none">Built media plans and performance briefs for Vivienne Sabo, Air Tokyo, and Surf Coffee, supporting campaign planning and budget allocation across channels.Increased orders by 21% on Wildberries by optimizing SEO keyword; helped to manage end-to-end product publication (content upload, updates, compliance) for clients.Improved advertising efficiency by optimizing marketplace ads (bids/budgets/targeting) and creating banners + product cards; additionally delivered analytics for J&J (pharmacy category) and pricing support for D.Som through competitor benchmarking.
Jun '2023 – Jun '2024	PRUE, Member of a team analyzing innovation management with AI – Researcher <ul style="list-style-type: none">Gathered and cleaned datasets (using industry data) for training and validating analytical research models.Analysed datasets to comply with the set requirements, compared ML behaviour and changed setting to fulfil set goals.

Honors & Scholarships

June '2025	KEDGE Merit Scholarship (University Level).
July '2024	Startup Grant of \$10,000 from the Government Innovation Fund (5 th wave, National Level: Accepted).
Sep '2024	Full study scholarship, Plekhanov Russian University of Economics (University level).

Projects

Aug '2025	Ridekit.fr (In progress) – Founder <ul style="list-style-type: none">Created a website for beginners in skiing and snowboarding, develop logic behind the projectCreated interactive selective option which leads to affiliate links
Feb '2024	Mental AI-Assistant Startup – Founding member <ul style="list-style-type: none">Took part in founding an AI-based Mental Health assistant Startup.Led financial modeling, budget allocation, and IT development for the startup.
Oct '2023	Clothing brand – Founder <ul style="list-style-type: none">Created a website, design and platform for selling ready-made clothing (mostly T-shirts)Took part in advertisement and first video promo creationFound manufacturers, contacted and set up the logistics

Personal Characteristics

Skill: Marketplace ads (bids/budgets/targeting); KPI analytics (CTR/CVR/ROAS/ACoS); Pricing & competitor benchmarking, GA4 experience; Excel (Advanced), Time management, Problem solving, good team communication.

Language: Russian (Native proficiency), English (C1, IELTS 7.5), French (A2).

Interest: Brand creation, Coding, Gym (Lifting).