

Andrei Bazlov (33 years, Russian)

COO • Head of Operations • Product Manager • Head of Growth • Delivery Manager

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Summary

Operations and technology leader with 9+ yrs of experience in Digital & IT. Expertise in P&L management, process optimization, HR systems, and team scaling (E-com, B2B, B2C, EdTech, FinTech).

Skills

- Operations Management
- Business Process Optimization
- Financial Analytics (P&L, OPEX)
- HR Analytics
- KPI & Performance Review
- Team Leadership (Agile, Scrum)
- Client Retention
- Digital Strategies, SEO, CRO, ORM, SERM
- Web Analytics (GA, Yandex.Metrica)
- Tools: Bitrix24, Planfix, Jira, Tilda, Figma, Google Workspace, AI

Education & Certifications

- Higher Education: Engineer-Manager 2009–2014
- Google: Fundamentals of Digital Marketing 2023
- TeDo: Key Managerial Skills 2023
- Coursera: Generative AI for Everyone 2025
- Coursera: Agile with Atlassian Jira 2025
- Zamesin AJTBD: How to make a product 2025

Key Achievements

- Agency revenue growth X5 in 2 years
- Increased profitability margin: 44% → 53%
- Improved client NPS/CSI: 60% → 70%
- On-time delivery consistently >90%
- Team utilization rate consistently >85%
- Scaled team to 30+ specialists
- Implemented: KPI, grading, performance review
- Launched internal offline SEO school

Work Experience

Chief Operating Officer (COO)

Digital Agency | Jul 2023 – Jun 2025

- Optimized internal business processes
- Managed P&L, OPEX, budgeting
- Controlled plan/fact performance metrics
- Implemented HR systems
- Improved client loyalty (NPS/CSI, upsell, LTV)

Chief Technology Officer (CTO)

Digital Agency | Jul 2021 – Jun 2023

- Led production department (20+ staff) and cross-functional teams
- Ensured >90% on-time project delivery
- Automated processes (Bitrix24, Planfix, algorithms)
- Managed company website redesign (Tilda)
- Full recruitment cycle and onboarding

Head of SEO Department (Team lead)

Digital Agency | Jul 2018 – Jun 2021

- Managed a department of up to 10 specialists
- Implemented profitability tracking for all projects
- Controlled budget (payroll, contractors)
- Delivered KPI: traffic growth, top-10 rankings, CTR

SEO & Digital Marketing → SEO Group Lead

Digital Agency | Jul 2017 – Jun 2018

- SEO for large-scale projects (semantic core up to 30k)
- UX/UI audits, CRO (A/B tests)
- Prepared prototypes and technical requirements for developers

SEO & Digital Marketing (in-house)

Certification Center | Jan 2016 – Jun 2017

- Managed ad campaigns (Google Ads, Yandex.Direct)
- Developed and executed email marketing
- Maintained website and content
- Directly interacted with the CEO (task alignment and reporting)