

# Andrei Bazlov

📍 Serbia | Age 33 years | Russian (Native) | English (A2)  
📌 COO • Head of Operations • Product / Delivery / Growth Manager  
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## Summary

Operations and technology leader with 10+ yrs of experience in Digital & IT. Expertise in P&L management, process optimization, HR systems, and team scaling. Experience across agency and product-side roles in E-commerce, B2B/B2C, EdTech, FinTech.

## Skills

- Operations design and management
- Financial analysis and reporting
- Team leadership and development
- HR analytics, recruiting, hiring, onboarding
- KPI, DoD, 1:1, performance review
- Digital Strategies, SEO, CRO, ORM, SERM
- Web Analytics: GA4, Yandex.Metrica, Similarweb
- Methodologies: Agile, Scrum, Kanban
- Tools: Jira, Planfix, Bitrix24, Tilda, Figma, Miro, Notion, 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

- Growth agency revenue X5 in 2 years
- Growth in business margins 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, review
- Launched internal offline SEO school

## Work experience

### Chief Operating Officer (COO)

Digital Agency | Jul 2023 – Jul 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/tasks delivery
- Automated processes (Bitrix24, migration to Planfix CRM, 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
- Introduced project-level managerial accounting for profitability through to net profit
- 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 >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)