

Anton Surkov

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ABOUT

I am a Product Manager with 3 years of experience and a growth mindset. I am experienced in driving growth in products end-to-end, from zero-to-one, and through continuous iteration fast. I am data-driven, metrics-oriented, and have strong analytical skills. I am a fast learner and enjoy working in a fast-paced startup environment.

WORK EXPERIENCE

Repetit / NiceTutor

Jan 2021 - Present

product manager

Repetit — tutor marketplace with over 4 mln YAU. NiceTutor – tutor marketplace we launched in Germany.

- Determining the business value of features, optimized user onboarding journey, which led to 50% conversion rate of free users to premium plans and 2x fold increase in ARPU.
- Achieved a 3x increase in registration CR through owning the metrics-oriented roadmap, the product and experience strategy.
- Determined customer pain points and represented their needs through customer feedback gathered from user interviews and data analysis, resulting in the development and implementation of a self-service product from scratch that increased engagement in personal accounts by 70%.
- Collaborated with design, engineering, marketing, and operations teams to achieve a 25% reduction in customer support calls.
- Led a successful Agile team to drive end-to-end product development, organizing work sequences and leading backlog grooming with other product teams, resulting in the execution of 60 A/B tests on landing pages, onboarding flows, and positioning.
- Conducting market research and competitor analysis, implementing chats led to a 1.5x increase in CR from lead to sale.
- Implemented OKRs with strong stakeholder management and communication skills, resulting in increased team focus and engagement.
- Conducting in-depth data analysis of user data, made changes to the rating and listing of tutors, resulting in a 25% increase in selection CR.

Epic Growth / Hey Growth Conference

Jan 2020 - Dec 2020

product manager

Epic Growth is an educational video subscription service for product managers, led by leaders in the tech industry.

- Increased the conversion rate of the landing pages from 3% to 7% by fixing the UX, delivering value, making tests of the payment and first screen screens.
- Retained more than 5% of subscriber base by creating dynamic campaigns to convert abandoned carts.
- Implemented trigger marketing strategies to boost telegram channel subscribers from 6,000 to 6,420 within a month; resulting in an increase of 7%.

PROJECT EXPERIENCE

Pragmatika

Founder

Aug 2019 - May 2020

Pragmatika is an educational center for children.

- Assembled a team of enthusiastic, bright talented teachers;
- Formed annual and quarterly development plans, set KPIs for the team;
- Trained over 50 students with 90% positive feedback from parents.

SKILLS

Agile, SCRUM, Kanban, User stories, Backlog management, Release tracking, JTBD, CJM, Growth hacking, PLG, Lean Startup, Unit economics, Amplitude, Figma, Jira