

SUMMARY

I am a product manager with 6+ years of experience in B2C product and marketing. For the past 6 years, I have been focused on a product in telecommunication with a data-driven, customer-centric and commercial approach at the same time, working with an agile methodology. I am passionate about customer experience, solving clients problems and growing key product metrics such as activation, retention, ARPU. At the moment I am interested in a product manager position working remotely or with relocation in a company with a mature product culture that provides value to people around the world.

PROFESSIONAL EXPERIENCE

Yota

Telecommunication company - active base 6+ mln users. Top 1 mobile virtual operator in Russia and the biggest in Europe

Product manager (Voice mail system & Modem 4G internet) (Nov 2021 – Present)

- Launched products - Generic bot and Spam box based on voice mail system. I identified the pain among clients that affected the UX during NPS research, conducted user interviews. Implemented mvp with voice bot, measured result and rolled out features to the entire base. Product improved user experience and increased revenue by 16%;
- Launched New tariff plans with unlimited traffic on apps for modem which increase revenue by 3% and sales by 10%. I researched and analyzed user's traffic, formulated a hypothesis and checked it with an analyst. Implemented plans for a part of the client base, evaluated the result, and then deployed it to the entire base.

Product marketing manager (Sept 2017 – Nov 2021)

- Launched a special tariff plan for mobile phones, which increased retention by 5%. Did competitive analysis, discussed with the sales department what every region needs, presented the project to business and financial departments;
- Managed the project with plans for 3 / 6 / 12 months for modem, which increased retention by 10%. Conducted a survey among clients, identified the need for long plans with discount, presented the project to business and financial departments, launched product;
- Analyzed key metrics - NAG, ARPU, Retention, LTV. Generated analytical notes and presentations based on the results of the analysis which helped the sales department meet the sales and revenue target.

Win mobile

Telecommunication company

Digital marketing manager (Jan 2016 – Aug 2017)

- Tested and set up the contextual advertising in Yandex which resulted in 25 000 leads by conducting an a/b test of a text ad and launching contextual advertising with the best CTR;
- Increased the number of community members on social networks from 0 to 22 000 with the advertising campaigns and organic traffic. Organization and management of communities in social networks. Worked to solve customer problems quickly;
- Conducted 4 advertising campaigns per year. That helped to increase the active base from 10 to 15% of the market share. Participated in the development of creative concepts and video content - from ideation to completion. Interaction with contractors: creative agency, video production, digital agency.

EDUCATION

- RSVPU (Russian State Vocational Pedagogical University)
Bachelor of Design (2005 – 2011) GPA 4,3 out of 5
Courses:
- User research methods (2022)
- Go practice. Data-Driven Product management (2021) - estimation 91% of 100
- SEO (Search Engine Optimization) strategy. Internet marketing and Social media marketing (2016)

SKILLS

- Languages: English - B2 (Upper intermediate), Russian - native.
- Tools: Jira, Tableau, Confluence, Miro, Figma, Yandex Metrika

ADDITIONAL INFORMATION

- Sport achievements: 2 races at a distance of 10 km in Moscow marathon in 2018 and 2019