

Elvira Romashkina

Senior Product Manager

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Amsterdam

[Personal website](#)

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WORK EXPERIENCE

[Polarsteps](#), Amsterdam — *Senior Product Manager*

FEB 2024 - PRESENT

Travel tracker app to plan, track and relive trips.

[Studocu](#), Amsterdam — *Product Manager*

FEB 2021 - JAN 2024

Study notes for students worldwide, 700M+ users, 60M MAU.

- Improved search with a new search engine and improved UX: +21.5% CTR, +40% reads
- Enhanced user activation by adding onboarding recommendations: +91% course follows, +18% book views, +9% course views
- Scaled the product to a new market - high schools
- Enabled new growth loop by launching document acquisition for high schools: 60k+ uploads in 3 months with 17% upload conversion
- Grew mobile app: +94% weekly installs, +61% WAU

[Siilo](#), Amsterdam — *Product Manager*

SEP 2018 - JAN 2021

Secure messenger for healthcare professionals.

Launched MVP of [Prisma](#) – a platform enabling Dutch GPs to access specialist knowledge, achieved 10% adoption (1k GPs) in target audience.

Yandex.Taxi + Uber, Moscow — *Product Manager*

JAN - AUG 2018

Owned geo services for rider and driver apps, including maps, navigation, and search—core to trip volume and revenue. Introduced map quality metrics, launched tools for automated improvements and established user feedback loops.

[AT Consulting](#), Moscow — *Data & Business Analyst, Product Manager*

JUL 2013 - DEC 2017

Led development of a real-time marketing platform at VEON Ltd., processing data from 80M+ users to trigger personalised offers with built-in A/B testing.

EDUCATION

Engineer's Degree in Computer Science,

Voronezh State University,

Voronezh

2009–2014

COURSES

Self-leadership, TalkAuthentic, Apr 2025

Product Strategy, [Reforge](#), Nov 2022

Retention + Engagement, [Reforge](#), Nov 2022

Authentic communication, TalkAuthentic, May 2021

Head of Digital Product, Netology, Jan 2018

Agile Software Development, ScrumTrek, Nov 2016

SKILLS

- Product vision and strategy, OKRs
- Continuous product discovery (user research, data analysis, experiments)
- Market and competition analysis
- Team leadership
- Agile and lean methodologies

