

Mars Shakirov

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DATA & PRODUCT MANAGEMENT PROFESSIONAL

I generate impactful ideas, validate hypotheses through data analysis, and translate insights into actionable strategies. With 5+ years in data analytics, engineering, and product optimization in EdTech and OTA, I enhance efficiency, user experience, and cross-team collaboration. My structured problem-solving approach drives strategic initiatives and business growth.

SKILLS

Product & Data Strategy	: Data-Driven Decision Making, Monetization, A/B Testing, Pricing, KPI Management
Analytics & Research	: User Behavior Analysis, Churn Modeling, Segmentation, Forecasting, Performance Tracking
Team Management	: Cross-functional Collaboration, Agile, Roadmap Planning, Stakeholder Communication
Data & Automation	: ETL, API Integration, Workflow Optimization, Dashboard Development
Technical Skills	: Python, SQL, Data Visualization, Machine Learning, Statistics
Tools	: Power BI, Metabase, Tableau, Jira, ClickHouse, PostgreSQL, Airflow, Docker, Git
Languages	: Russian (Native), English (Fluent), German (Basic), Turkish (Basic)

EXPERIENCE

Product Manager Wowtickets (formerly Airinme Limited) Product Department	2023 – Present London, United Kingdom (Remote)
<ul style="list-style-type: none">Led end-to-end development of projects, from ideation to implementation on a global platform, enhancing search, pricing, and monetization.Optimized search performance by resolving timeout issues, implementing caching, and reducing response times.Developed pricing strategies for upsells and unique content, increasing AOV and revenue.Implemented fraud detection and anomaly analysis, reducing booking inconsistencies and financial risks.Collaborated with B2B partners from multiple countries, aligning strategies to optimize conversion and revenue.Designed dashboards and automated reporting, accelerating decision-making and refining pricing algorithms.	
Data Analyst Mego Travel Revenue Department	2022 – 2023 Saint Petersburg, Russia (Remote)
<ul style="list-style-type: none">Enhanced reporting systems and introduced new alerts to improve system resilience and failure detection.Optimized currency exchange processes, automating balance top-ups to minimize losses from rate fluctuations.	
Data Analyst & Researcher UmSchool Online School R&D Department, Analytics Department	2021 – Present Kazan, Russia
<ul style="list-style-type: none">Developed student knowledge assessment models using Bayesian knowledge tracing, enabling personalized learning strategies, and applied it to recommendation system for targeted content delivery.Developed an internal analytics system to track student behavior and predict churn probability and provided analytical support to C-level executives, refining LTV, ARPPU, and key business metrics for strategic decision-makingAutomated ETL processes, integrated external APIs, and optimized data pipelines and managed analytics operations, structured research documentation, and streamlined data workflows across departments.	
Learning Experience Analyst Skyeng Online School High School Department	2020 – 2021 Moscow, Russia (Remote)
<ul style="list-style-type: none">Optimized physics exam & olympiad preparation, designing lesson structures and problem-solving flows.Led content innovation, adding real-life physics and scientist video series, diversifying formatsStreamlined lesson creation by developing templates and content guidelines, improving efficiency.	

EDUCATION

Kazan Federal University B.Sc. in Fundamental Physics, M.Sc. in Theoretical Physics, PhD (incomplete)	Kazan, Russia Sep 2011 – 2020
Bayreuth University Internship in Biofluid Simulation and Modeling	Bayreuth, Germany Jun 2019 – Aug 2019