Oleg Baskaev

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I am a specialist in the field of marketing automation with interests in CRM, CDP, customer and fan engagement, data analytics, and information processing.

Education

Moscow State University of Technology "STANKIN"   **Moscow**

Bachelor of Engineering and Technology,   *2004–2009*
Computer Science and Engineering

Experience

Continental Hockey League(KHL)   **Moscow**

Head of CRM Project   *2019–Now*
khl.ru
Read about the project

- Managing the club integration 16 clubs with the project (CDP) based on SAP Marketing Cloud;
- Managing the fanbase;
- Analysis and segmentation of the fanbase;
- Planning and initiating the multichannel campaigns (email, push, sms);
- Hypotheses, A/B tests, communications automation, setting-up trigger-based communications;
- Interacting with the clubs to share know-hows and best practices in CRM-marketing;
- Arranging CRM seminars and meetings with the clubs;
- Administering the system;

FC Spartak Moscow   **Moscow**

Head of CRM & Loyalty   *2017–2019*
spartak.com

- Managing CRM Unit and call-center(4 emp).
- Managing CRM system based on Microsoft Dynamics CRM (over 500 000 contacts):
  - CRM System administration;
  - Acted as a 2nd line of helpdesk to customers;
  - Worked with 1st party customer data;
- Managing club loyalty programs:
  - Set up, revised and changed loyalty programs rules;

- Worked with the loyalty programs partners;
- Analysed performance of loyalty programs;
○ Managing communications plan and direct communications (emails, sms, Viber):
- Planned and executed direct communications;
- Worked with club partners in CRM-related projects;
- Teamed up with internal stakeholders in CRM and digital projects as a CRM and fan advocate;

FC Spartak Moscow   **Moscow**
Customer Relationship Management Specialist   *2014–2017*
spartak.com

○ CRM System administration;
○ Acted as a 2nd line of helpdesk to customers;
○ Worked with 1st party customer data;
○ Arranged the loyalty programs rules in the CRM system;
○ Planned and executed CRM campaigns;

JSC MOSGAZ   **Moscow**
Senior Engineer   *2014–2014*
○ Consulted the transport department of the company on IT solutions.

Moscow Integrated Power Company(MOEK)   **Moscow**
Senior Engineer   *2011–2014*
○ Acted as an IT-consultant for the transport department. Worked with ERP and GPS-tracking systems.

Federal Taxation Service of Russia   **Moscow**
Systems Administrator   *2010–2011*
○ Administered business systems and helped users with various tasks.

Languages

Russian: Mother tongue
English: Professional
German: Pre-Intermediate
Italian: Elementary

Skills

○ SAP Marketing Cloud

- MS Dynamics CRM
- Email marketing
- CRM marketing
- HTML
- Python
- SQL
- Postman
- Excel
- Pandas
- Data manipulation
- APIs
- MS PowerBI
- Yandex DataLens

Certificates

- Data AI: Business Analytics with Power BI by **Microsoft**
- SAP Marketing Cloud Key Features & Extensibility (C4H260) by **SAP**
- CDO (Chief Data Officer) — data-driven management **Plekhanov Russian University of Economics**

Interests

- Travelling
- History
- Jogging, Cycling

References

Available on request