

# 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

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

**Moscow**

*Bachelor of Engineering and Technology,*

*2004–2009*

Computer Science and Engineering

## Experience

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**Continental Hockey League(KHL)**

**Moscow**

*Head of CRM Project*

*2019–Now*

[khl.ru](http://khl.ru)

[Read about the project](#)

- Managing the club integration of 16 clubs with the project (CDP) based on SAP Marketing Cloud;
- Managing fan database growth projects (Example: <https://fanmap.khl.ru/>)
- Analysis and segmentation of the fan database;
- Content Plan, CJM, Hypotheses, A/B tests, Marketing Automation;
- Planning and initiating the multichannel campaigns (email, push, SMS);
- Arranging CRM seminars and meetings with the clubs to share know-hows and best practices in CRM marketing;
- Administering the system and the database;

**FC Spartak Moscow**

**Moscow**

*Head of CRM & Loyalty*

*2017–2019*

[spartak.com](http://spartak.com)

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

*Customer Relationship Management Specialist*

[spartak.com](http://spartak.com)

**Moscow**

*2014–2017*

- 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**

*Senior Engineer*

**Moscow**

*2014–2014*

- Consulted the transport department of the company on IT solutions.

**Moscow Integrated Power Company(MOEK)**

*Senior Engineer*

**Moscow**

*2011–2014*

- Acted as an IT-consultant for the transport department. Worked with ERP and GPS-tracking systems.

**Federal Taxation Service of Russia**

*Systems Administrator*

**Moscow**

*2010–2011*

- Administered business systems and helped users with various tasks.

## **Languages**

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**Russian:** Mother tongue

**English:** Professional

**German:** Pre-Intermediate

**Italian:** Elementary

## **Skills**

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- Client Data Integration
- CRM marketing
- Email marketing
- SAP Marketing Cloud

- MS Dynamics CRM
- HTML
- Python
- SQL
- Postman
- Excel
- Pandas
- MS PowerBI
- Yandex DataLens

## Certificates

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- 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**
- CLient Data in Enterprise (Master Data Management) by **HF Labs**

## Interests

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- Family
- Travel
- History
- Running, Cycling, Cooking

## References

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Available on request