

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 of 16 clubs with the project (CDP) based on SAP Marketing Cloud;
- 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

- 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

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

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
- 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

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

References

Available on request