Oleg Baskaev

✉ i@obaskaev.ru ● in olbaskaev ● ○ olbask

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;
○ Analysis and segmentation of 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):
  - 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