

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;
- Teaching club executives how to work with the system;
- Administering the system;
- 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;

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

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
- 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**

Interests

- Travelling
- History
- Jogging, Cycling

References

Available on request