

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"

*Bachelor of Engineering and Technology,
Computer Science and Engineering*

Moscow

2004–2009

Experience

Continental Hockey League(KHL)

Head of CRM Project

khl.ru

[Read about the project](#)

Moscow

2019–Now

- 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

Head of CRM & Loyalty

spartak.com

Moscow

2017–2019

- 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**
- CDO (Chief Data Officer) — data-driven management **Plekhanov Russian University of Economics**

Interests

- Travelling
- History
- Jogging, Cycling

References

Available on request