

Ilia Parfenenok

Product Manager / Producer (EdTech)

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About Me

Product manager focused on metric and revenue growth in EdTech.

7 years in education, including 2+ years in product roles. Before EdTech, I spent more than 7 years managing event projects: teams, budgets, timelines, and contractors.

I specialize in 0→1 launches, product line development, and funnel efficiency improvement (CR1/CR2, CSAT, revenue) through data-driven experiments and cross-functional collaboration.

Tools

Google Sheets / Excel | AI | Jira | Miro | Figma | Notion | LMS platforms | No-code

Skills

Product Management | Growth Product Management | EdTech Product Development | Funnel Optimization | Conversion Optimization (CR1, CR2) | Revenue Growth | Hypothesis Validation | A/B Testing | CJM | Marketing and User Research | Cross-Functional Team Management | Stakeholder Management | Data-Driven Decision-Making | Project Management

Professional Experience

Skillbox | 2024–2025

Product Owner (Course Line “Personal Finance”)

- Developed the “Personal Finance” course portfolio with a focus on conversion, revenue, and product metrics growth (NPS, CSAT).
- Worked closely with marketing and sales on conversion improvements, upsell mechanics, and user decision-making.
- Analyzed funnel metrics (CR1, CR2, revenue) and launched growth experiments across landing pages, pre-sale and sales stages.
- Launched a new educational product, “Investing in Cryptocurrency,” from scratch: conducted market and audience research, built CJM, and coordinated content production and launch.

Key results:

- “Personal Finance” line: CR1 6% -> 8%, CR2 7% -> 10%, profitable revenue +40% during my tenure on key products with comparable lead volume..
- “Investing in Cryptocurrency”: 3× revenue vs. plan in the first 3 months after launch.

Lerna (Skillbox CIS) | 2023–2024

Product Manager / Producer

- Tested a set of hypotheses for localization of Skillbox products in the Uzbekistan market.
- Launched the course “How to Sell on Uzum Market” for Uzbekistan (0→1).
- Owned the full product cycle: audience research, positioning, speaker selection, landing page creation, and go-to-market strategy.
- Optimized the funnel post-launch together with marketing and sales.
- Ran systematic growth experiments and turned the course into one of the core B2C revenue drivers in the region.

Key results:

- The large-scale localization hypothesis was not confirmed, which helped avoid substantial content localization costs.

- “How to Sell on Uzum Market”: sales growth x6 in 2 quarters.

Traffic: 2400 -> 4100 per month.
CR1: 5% -> 11% (+6 p.p.).
CR2: 7% -> 12% (+5 p.p.).
CSAT: 72% -> 91% (+19 p.p.).

SKOLKOVO Moscow School of Management | 2021–2022

Educational Program Manager

- Managed administration of the educational program “School for Research Program Management.”
- Coordinated program alignment and reporting with the Ministry of Science and Higher Education of the Russian Federation.
- Fully and independently owned end-to-end program operations.

Key results:

- More than 200 participants completed the introductory module.
- Delivered 6 in-person modules for 60 selected participants.
- Average program score: 9.7 out of 10.

Rostec Corporation | 2019–2021

INRADEL Project Manager (pre-seed support program for technology projects)

- Managed the educational program and early-stage technology project competition.
- Designed and delivered a modular program in technology entrepreneurship.
- Organized participant selection and coordinated experts and partners.
- Managed budget, operations, and marketing.

Key results:

- Built a full educational track in technology entrepreneurship from scratch.
- Organized national and international competition finals (Moscow, 2019; Yalta, 2020).

Event Projects | 2012–2019

Project Lead / Manager

- Led large-scale event projects across industries.
- Managed teams, budgets, timelines, and contractors.

Key results:

- Successfully delivered dozens of projects for audiences from 50 to 2000 participants.
- Built a strong management and operational foundation later applied in education and EdTech.

Education

Moscow State University of Culture and Arts (2013)
Specialist Degree, Directing of Theatrical Performances

Additional Information

Work format: full-time, remote
Location: Italy, open to working with teams in Russia and globally
Languages: Russian (native), English (Upper-Intermediate), Italian (beginner)
Professional interests: growth experiments, funnel optimization, data-driven decision-making, vibe coding