Ilia Parfenenok

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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, onboarding, 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" course line: CR1 6% -> 11% (+5 p.p.), CR2 4% -> 8% (+4 p.p.), CSAT 78% -> 93% (+15 p.p.), revenue +40% with unchanged traffic.
— "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 x5 in 6 months.
Traffic: 1700 -> 4100 per month.
CR1: 4% -> 11% (+7 p.p.).
CR2: 6% -> 12% (+6 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