

# Valeriia Ivashkina

## Data-Driven Product Manager | Market Research & Customer Discovery

email [ivashkina.vv@gmail.com](mailto:ivashkina.vv@gmail.com) | tel +62 812 3620 2395 | [linkedin.com/in/valala/](https://www.linkedin.com/in/valala/) | [JavaScrip & React Portfolio](#)

### Summary

- PM with 6+ years of experience leading cross-functional projects across EdTech, media, and HoReCa.
- Hands-on experience driving growth initiatives across US and Asia markets since 2018.
- Delivered 100+ data-driven campaigns and sponsorship marketing projects with cumulative budget \$4M+.
- Extracted actionable insights from CustDev data to scale persona-based campaigns, improving CTR by 50%.
- Combined Cognitive Biases Framework, JTBD, and the Mom Test as a base for HADI experimentation to optimize CJM, increasing sales contact rate by 5%.
- Experienced in JavaScript, React, Webflow, Figma, SQL, and AI tools for UX, and market research.
- PMP-certified with hands-on experience tailoring best practices from Agile, Hybrid, and Waterfall workflows.

### Relevant Skills

#### Product Strategy & Growth:

A/B Testing · Market Fit Research · Unit Economics · User Personas · Competitor Benchmarking

#### Technical & No-Code Product Development:

JavaScript · React · HTML/CSS · Webflow · WordPress · AI Tools (Hotjar, Microsoft Clarity) · Automation (Zapier, Pipedream)

#### UX & Collaboration:

Figma (Prototyping) · Miro · Jira · Confluence · Notion · Heatmap Analysis

#### Leadership & Stakeholder Management:

Cross-functional Team Leadership · SCRUM/Kanban · Negotiation · Expectation Management

### Professional Experience

#### Product Marketing Manager

Careerist – EdTech Career Accelerator, Y Combinator's S21 Startup batch | Remote | Apr 2025 — present

- Mapped Customer Journey (CJM) → identified pricing hesitation as #1 drop-off → optimized hero page (added flexible payment mentions + limited-time offers), added email drips → +5% sales contact rate.
- Extracted insights from 200+ sales call recordings (CustDev data) → identified top 5 objections → optimized ad creatives/ad copy → higher CTR (0.6% → 0.9%) at same CPC (\$4.50).
- Introduced 7 hypotheses based on competitors, market trends, historic data analysis → launched 3 A/B hypothesis tests for UX/UI optimization.
- Used AI tools for competitor UX Analysis (Hotjar, Microsoft Clarity) → benchmarked 10+ EdTech sites and their heatmaps → identified 3 high-converting UI patterns (hero section structure, sticky enrollment CTA) → implemented similar elements in A/B tests.
- Developed data-driven buyer personas from 200+ calls (e.g., "Comeback Moms" and "Second-Act Founders") → modeling showed up to 5% CAC efficiency gain through persona-targeted campaigns and objection focus targeting.

**Skills:** Unit Economics, Data Analysis, CustDev, Power BI, Figma (ad creatives, prototyping), Mailchimp (drip campaigns, email broadcast), SemRush and AI tools (Zendy, Consensus, Perplexity, Gemini) for market and competitors research.

#### Project Manager

Toongoose – Animation Studio serving B2B SaaS and consumer tech | Remote | Nov 2021 — Mar 2023

- Led cross-functional teams of up to 10 members, reducing delivery time by up to 60% through optimized hybrid workflows, Agile practices like Kanban, SCRUM ceremonies, and automation tools (Zapier, Pipedream).
- Drove 30% higher retention by driving product-minded animation workflow (roadmaps (Miro) + prioritized backlogs MoSCoW) → fostered inclusivity and transparency.

## Marketing Project Manager

Wave House – HoReCa, Tourism & Hospitality 13+ years of operational excellence with a 9.3/10 average guest satisfaction score | Project-Based Contract | Dec 2018 — Feb 2020

- Led a team of 5 to revamp a multi-channel marketing strategy, introducing email drip campaigns, audience segmentation, demographic retargeting, revived social media strategy resulting in 250% qualified leads increase MoM.
- Initiated a WordPress website overhaul and CRM system integration (Fox.ERP), eliminating 100% of booking errors.

## Media Sponsorship Project Manager

GPMKh - Major European media holding, 140M+ users via TV, radio, and digital | On-site | May 2017 — Aug 2018

- Managed over 30 sponsorship projects with a cumulative budget \$3.5M+ from initial pitch and pre-sales to contract finalisation, aligning client needs with cross-functional stakeholder requirements, including C-suite decision-makers.
- Managed a program of 5 projects (\$0.5M budget each) for a flagship prime-time show (TV/digital), coordinating teams of up to 20 members per project, successfully leading to a 60% contract renewal rate for the following year.

## Media Sponsorship Project Manager

Proplacement – B2B Media Agency for Large-scale creatives & Product Placement | Hybrid | Sep 2015 — May 2017

- Delivered 40+ cross-platform projects under tight deadlines, with end-to-end creative asset development, influencer collaborations, and gamification mechanics (2 out of 3 exceeded projected user numbers by up to 2.5x).
- Cultivated long-term client relationships with global brands like Nestlé Baby by leveraging visual tools (Gantt charts, RACI, Work Breakdown Structure) for clear and efficient communication and proactive reporting.

## Marketing Manager

EventyOn – HoReCa, Global company, hosting 1,000+ corporate events annually | On-site | May 2014 — Aug 2015

- Drove digital marketing strategy, achieving top 3 Google rankings (120K+ monthly visitors) and enabling 80% online sales via CRM/e-commerce integration. Developed franchise expansion assets and launched Singapore debut.
- Built process documentation and supported the launch of the first international franchise (Singapore), enabling remote marketing ops and scalable knowledge transfer.

## Event and Project Manager

Autocomplex AZS Expo – Annual B2B exhibition attracting 5,000+ visitors and 150+ exhibitors specializing in fuel stations, car washes, and automotive infrastructure | On-site | Jun 2013 — Nov 2013

- Led 30+ projects → planned timelines, sourced vendors, ensured compliance with quality standards and deadlines.

## Administrative Assistant for Global Brand Building Purchases

Procter & Gamble (P&G) — FMCG, A Fortune 500 global consumer goods leader with \$80B+ annual revenue, housing iconic brands across 180+ markets | On-site | Nov 2012 — May 2013

- Budgeting, reporting, coordination support to the Director and a 40 pax team.

## Education

Plekhanov Russian University of Economics, 2012 Master's in Organizational Management.

## Certifications

[Project Management Professional 2023](#); [Value Stream Management 2024](#); [Agile Metrics for Success 2024](#); [Data Landscape of GenAI for Project Managers 2024](#).

## Courses

JavaScript Algorithms & Data Structures, 2024; React Bootcamp, 2024; JavaScript Web Development Bootcamp, 2024.

## Languages

Russian - Native; English - Proficient (C1).