

Anton Palagutin

Product Marketing Manager | Empowering Positive Impact with Tech | Open for opportunities

San Francisco, CA

-Email me on Indeed: <http://www.indeed.com/r/Anton-Palagutin/914f17732e276f4c>

I am a passionate entrepreneur with 10+ years of experience in product marketing and business development. I have helped companies research and launch new products on the market that touched over \$2 mln in revenue.

Some examples include:

- As a Business Development Manager at Appness, I created partnerships in North America that brought in over \$1 mln in revenue in 4 months.
- As a Founder at VR People, I built an extensive network of VR gadget buyers and sold devices with a margin above 350%.
- As a Web Product Owner at Medvidi.com, I successfully led an international team of 24 people to research and launch new products that reached 400k users monthly.

I get excited about using data to create actionable solutions that enhance customer experiences with products. I am accomplished in collaborating cross-functionally to achieve business goals and developing innovative marketing collateral. Recently, I successfully led an international remote team of 24 in developing web content for organic product marketing. This experience has given me the skills to effectively manage and motivate remote teams. Additionally, I have developed the ability to establish a robust production framework for various company departments.

I love connecting with new people. You can reach me at anton.palagutin@gmail.com

Authorized to work in the US for any employer

Work Experience

Web Product Owner

MEDvidi.com - San Francisco Bay Area, CA

February 2021 to April 2022

MEDvidi is an online mental healthcare provider. The care team of 60 persons are qualified and licensed mental health professionals. They work closely with clients to find solutions for coping with emotional, mental ailments, ADHD, as well as anxiety, depression, stress, OCD and insomnia.

- Built coherent workflows within the team of 24 people for robust web content production.
- Launched organic product marketing campaigns.
- Introduced KPIs and adopted software tools along with education for the team.
- Optimized team overhead expenses 4x.
- Established communication between the internal team and outsourcing partners.
- Developed team work-culture.

Product Development Consultant, Project Work

uDevs.com - San Francisco, CA

January 2020 to June 2020

A startup helping tech talents from around the world find jobs in the best companies of Silicon Valley and relocate seamlessly.

- Helped packaging company's services into a product.
- Performed customer development.
- Set up automated lead generation outreach.
- Applied to Y Combinator.
- Held 16 mockup interviews with Y Combinator Alumni and implemented their feedback.

Product Marketing Manager | North America

Appness - Limassol

July 2015 to October 2017

As a member of a rapidly growing startup team, I was instrumental in the products discovery and sales of a proprietary software solution designed to assist mobile and web publishers and developers in acquiring unique users through Facebook and Google. Our unique approach, which centers on payouts based on ad performance, has been a great success. I was responsible for securing partnerships with a diverse range of companies in the gaming, entertainment, and utility app industries, including Indeed.com, Bigpoint, InnoGames, my.com, Yandex, iFunny, Pixonic, and leading UA affiliates.

- Brought in more than 1 mln USD in revenue within 4 months.
- Reached conversions up to 60% from outbound prospect emails to replies.
- Coordinated teams to reach clients' goals in LTV, User Retention, and CAC.
- Led company's representation in North America.
- Built international partnerships with household mobile brands based in the USA, China, and Europe.
- Performed B2B outbound sales: prospect outreach, business development, and key account management.

Founder/CEO

VR People - Saint Petersburg

August 2014 to July 2015

I was fortunate to have found inexpensive space among industrial sounds at a metalworks factory, where I founded VR People. The company has rapidly grown and evolved from a one-man operation renting out equipment to consumers, to a thriving studio producing cutting-edge VR content, including VR videos and immersive 3D spaces for interior design firms and construction companies. After the success of VR People, I was offered a Product Marketing Manager role at Appness, which I excitedly took on and continued to grow my career in the adtech industry.

- Gained 20% of the VR headsets market in the country.
- Pivoted to VR content production.
- Launched profitable ad campaigns for VR products with a 350% minimum margin.
- Produced 360-degree videos for VR using the stereoscopy method.
- Set up import logistics.
- Built a remote network of affiliates in the US to help fulfill the supply.
- Developed and sold VR-based kiosks for malls.
- Built a strong creative team of 3D artists, designers, and video producers.

- Was on invited to join Appness as Product Marketing Manager.

Head of Sales and Marketing

Baltika Furniture - Saint Petersburg

October 2012 to September 2014

A family business of furniture manufacturing, established in 1992.

- Boosted 20% YoY profit growth by reaching out to untapped markets.
- Learned how to communicate ideas efficiently.
- Built long-term B2B partnerships.
- Established company's first marketing department from scratch in 13 years of its existence.
- Initiated and overlooked company's web production.
- Published furniture catalogs for B2B and B2C clients.
- Helped building the brand until I started VR business.

Education

Startup School in Entrepreneurship

Y Combinator - San Francisco, CA

Bachelor's degree in Linguistics

Saint Petersburg State University of Finance and Economics - Saint Petersburg

Skills

- Product Management (5 years)
- Marketing (10+ years)
- Product Marketing (8 years)
- Agile (2 years)
- B2B Sales (10+ years)
- Project Management (10+ years)
- Analytics (8 years)
- Martech (3 years)
- Outbound Sales (10+ years)

Languages

- English - Fluent
- Russian - Fluent
- German - Beginner

Awards

Startup Contest 2nd place cup for Technology Innovation by CCSPB

September 2014

VR People got this award for being the first company in the country to be filming VR and 360 drone videos for B2B enterprises.

Certifications and Licenses

Project Management Professional (PMP) by Google

January 2023 to Present

Python by Codecademy

September 2020 to Present

Public Speaking and Storytelling by BEsmart

September 2017 to Present

Certified Business Professional (CBP) by JCI

March 2015 to Present

Project Management by JCI

June 2014 to Present