

# Nikita Buevich

Digital Marketplace Manager

## Summary

*Product Manager with 7+ years of experience in scaling digital marketplaces and SaaS platforms — including B2B/B2C growth, supplier onboarding, and user lifecycle optimization.*

*Selected Marketplace & Growth Highlights:*

- *Drove B2C acquisition and onboarding at TradingView — +22 pp to registration conversion.*
- *Ran 20+ growth experiments at LPR, boosting traffic 20x and seeding UGC supply.*
- *Managed B2B partner outreach and onboarding for Cake It Easy's bakery network (500+ suppliers).*
- *Implemented lifecycle marketing flows (onboarding, retention) across several SaaS and marketplace products.*

*Experience working with international B2B and B2C products across EU, UK, and US markets. Currently focused on international marketplaces, SaaS and operations-heavy products. Open to new remote opportunities — both full-time and part-time (50%).*

*Based in GMT+4, fluent in English and Russian. Open to travel for key industry events and partner engagement.*

## Skills

**Product Management:** user research, roadmap ownership, feature prioritization, product-market fit validation, stakeholder alignment

**Product Analytics:** Amplitude, Google Analytics, A/B testing, cohort analysis

**Lifecycle Marketing:** onboarding, reactivation flows, retention modeling

**PLG Tactics:** feature usage growth, in-product triggers, UX experiments

**UX / UI Thinking:** user flow design, wireframing, prototyping, usability heuristics, cross-device behavior analysis

**Project Management:** agile delivery, cross-functional coordination, sprint planning, scope control, remote team leadership

**Community Growth:** X.com, Telegram, Discord (used for feedback and outreach)

## Contacts

[nikitabuevich@gmail.com](mailto:nikitabuevich@gmail.com)

[Telegram](#)

[LinkedIn](#)

## Languages

Russian

English

## Education

- Bachelor Degree in Applied Math and Computer Science at [Southern Federal University](#)  
September 2009 – June 2013
- Assistant translator in Math and Computer Science at [Southern Federal University](#)  
September 2011 – May 2013

## Additional:

- [Product Mindset](#) — Program for the development of product thinking  
February 2019 – April 2019
- [GoPractice](#) — Data-driven growth and product management online training  
2020
- [Scrum for Team](#) — GazpromBank internal educational program  
June 2021

## Employment History

### **Product Manager at Cake It Easy (Foodspace)**

August 2022 — present

Cake It Easy is a B2B/B2C food ordering platform operating across Scandinavia. I lead the development of a custom internal platform for order and logistics management, used daily by operations and customer service teams. The company also operates its own marketplace for corporate catering, where I manage product development and implement all new features.

- Improved internal efficiency by streamlining order tracking, reducing average support time by ~30%.
- Collaborate with stakeholders to prioritize features based on impact and user feedback.
- Defined clear requirements and user flows, which reduced delivery cycle for new features by 25%.
- Maintained the product backlog, align teams on priorities, and coordinate daily with distributed developers and QA engineers.
- Launched dynamic delivery pricing and supplier availability features on the marketplace, increasing successful order placement rate by 18%.
- Introduced locationing and filtering system for marketplace products, reducing user drop-off during selection by 25%.
- Led UX revamp of the marketplace checkout flow, improving conversion rate from cart to order by 20%.

### **Application Development Manager at Accenture**

December 2020 — April 2022 (1 year 5 months)

Led development for a risk assessment and business lending platform for a top-5 Russian bank.

- Built and managed a cross-functional team of 15 (frontend/backend, QA, analysts).
- Implemented agile processes, increasing team velocity by 1.5x within 3 months.
- Delivered MVP to production in 9 months.
- Ensured successful client relationship and project extension.

### **Product Manager at TradingView**

October 2018 – May 2019 (8 months)

Worked on user onboarding and performance optimization for the world's largest social network for traders and investors.

- Increased registration conversion by 22 pp through onboarding flow improvements.
- Boosted visit-to-signup conversion by 18 pp via UX experiments.

- Improved web app performance by 15% through major tech upgrade and refactoring.

## **Self-employed Product Manager**

since October 2016

Worked on a series of contract-based product and process consulting projects for early-stage startups and scaling digital businesses in logistics, social networking, AI, ecommerce, and fintech domains.

### **Cargolink** – Audit of driver app in logistics

- Implemented analytics stack (Amplitude, GA) and agile processes, increasing delivery efficiency by 1.5x.
- Optimized onboarding flow, improving geo-permission conversion by 33 pp and registration completion by 16 pp.

### **LPR** – Growth strategy for a social network for business owners

- Built and led a full product team, ran over 20 growth experiments, increasing traffic 20x and seeding platform with user content.
- Launched and tested a separate product branch — a marketplace for franchise and business sales.

### **Other projects**

- **Tipser** – MVP of a cashless tipping app
- **Graphgrail / MySmartChat** – AI-based sales chatbot MVP
- **AvtoTO** – Redesign of leading Russian auto parts platform