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Summary

Dynamic and results-driven product manager with a passion for creating user-friendly interfaces and optimizing business processes. Proven track record of success in increasing the number of clients, launching new services, and improving product metrics. Skilled in critical thinking, data analysis, and strategic thinking. Seeking new opportunities in health tech, AI, Web3.0/Blockchain, or business process automation.

Experience



Product Manager

Kalitero

2022 - Present (1 year)

Key Results:

- Successfully launched the Koman service and developed a new onboarding process to improve user activation.
- Configured and optimized user acquisition funnel for Koman in the HR and accounting segments.
- Created a value proposition and positioning strategy for the Repab service (a service for managing information and knowledge bases).
- Based on the value propositions for different segments, prioritized product feature development.



Product Manager

DRIM

2021 - 2022 (1 year)

Key Results:

- Launched PFM Link, achieving a 40% usage rate among bloggers-partners of the main platform.
- Automated the work of the back office, including integration with 1C, document generation, approval processes, notifications, and internal and external reporting.
- Improved internal communication and company infrastructures satisfaction, as demonstrated by the Company Engagement survey.
- Implemented a flow for working with SME clients, resulting in a 9% increase in revenue.
- Streamlined and semi-automated integrations with clients, implementing over 20 successful integrations.



Product Marketing Manager

Rocketbank

2019 - 2020 (1 year)

Key Results:

- Formulated hypotheses for acquiring new customers and increasing loyalty of existing customers using analytical data, leading full-scale marketing projects from idea to execution.
- Managed project tasks and timelines, ensuring timely delivery of creative copywriting, design, development, legal, accounting, and procurement tasks.

- Drafted project work scenarios for testing and trained support teams, resulting in the successful launch of 5 campaigns reaching a total of 120,000 customers, acquiring 3,000 new ones, and reactivating 10,000 existing ones.
- Demonstrated expertise in marketing strategy, project management, and data analysis, resulting in successful campaign execution and customer acquisition.



Product Manager

Flowwow

2019 - 2019 (less than a year)

Key Results:

- Successfully launched an internal delivery service, developing a comprehensive development strategy and implementing weekly sprint planning.
- Conducted in-depth interviews with users to identify and prioritize features for development, formulating and testing hypotheses and tracking analytics to optimize the user funnel.
- Significantly increased the number of active users for the service, with couriers growing from 0 to 300 MAU and marketplace partners growing from 0 to 100 MAU.
- Demonstrated expertise in product management, user research, and development strategy, resulting in successful product launches and user growth.



Business Development Manager

Komitet

2018 - 2019 (1 year)

Key results:

- Analyzed sales of advertising formats in media, including TJournal.ru, DTF.ru, and vc.ru, in terms of marginality and revenue distribution.
- Improved sales performance by analyzing and optimizing advertising formats and revenue distribution in major media outlets.
- Successfully led the hiring process for the accounts department, building a strong and productive team.
- Implemented effective internal processes for the commerce team, leading to improved efficiency and satisfaction.
- Developed new avenues for project sales, including HR branding solutions for companies.



Sales and Project Manager

Komitet

2016 - 2018 (2 years)

Key results:

- Successfully sold advertising, including banners, content special projects, native advertising, and interactive special projects in the media, including vc.ru, DTF.ru, and TJournal.ru.
- Managed projects from initial client contact to final report and sales documents, demonstrating strong project management skills.
- Successfully sold projects to incoming clients and identified and sold projects to new clients, contributing to the overall revenue of the organization.
- Implemented projects with a total revenue of approximately 50 million rubles, demonstrating expertise in project management and client relationship management.



Sales and Account Manager

Авторские медиа

2016 - 2016 (less than a year)



Project Manager

EASY Delivery

2015 - 2016 (1 year)



Marketing Intern

Bringo bringo247.ru

2013 - 2014 (1 year)

Education



Lomonosov Moscow State University (MSU)

-, Геоморфология

2009 - 2014

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ЦО №654

-, -

2005 - 2009

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Licenses & Certifications



Data-Driven product management by GoPractice! Simulator - GoPractice, Inc

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Skills

Prompt Engineering • Generative AI • Large Language Models (LLM) • Software Product Management
• Business-to-Business (B2B) • Product Management • Менеджмент • Маркетинг • Обслуживание
клиентов • Стратегия ведения бизнеса