



HLIEB VASHKEVICH

Chief Executive Officer

PROFILE

Dynamic and results-driven leader with over a decade of experience in fintech, business development, and strategic project execution. Co-founder of the largest non-banking financial platform FinUp, demonstrating visionary leadership in creating and scaling innovative financial solutions. Proven expertise in managing complex projects, building cross-functional teams, and securing over \$150 million in investments.

+49 157 309 201 78

vashkevich.gleb@gmail.com

49152 Bad Essen, Germany

<https://www.linkedin.com/in/gleb-vashkevich/>

EDUCATION

Lazarski University

Faculty of Economics and Management
Majored in Business Innovations

2011-2014

Warsaw, Poland

LANGUAGE

• ENGLISH	FLUENT
• POLISH	FLUENT
• RUSSIAN	NATIVE SPEAKER
• GERMAN	INTERMEDIATE

EXPERTISE

- Marketing Strategy Development
- Market Research and Analysis
- Product Development
- Client Relationship Management
- Collaboration and Team Management
- Budgeting and Financial Analysis

PROFESSIONAL EXPERIENCE

CO-FOUNDER / BUSINESS DEVELOPER

04/2023 - CURRENT

CHALLENGE.DAY (non-profit)

- Successful creation and launch of applications operating in the Web 3 sphere, including innovative solutions based on blockchain technology.
- Implementation of smart contracts and decentralized applications (dApps) to ensure data security and transparency.
- Development and deployment of Telegram bots to automate user interaction processes. Creation of mini-applications for Telegram clickers and claimers.
- Successful recruitment and coordination of a team of more than 30 people, including developers, testers, and influencers, motivated to work for the idea.
- Effective management of project development, including planning, task distribution, and performance monitoring.
- Ensuring adherence to deadlines and quality of work, conducting regular meetings and updates for the team.

CHIEF OF SALES AND MARKETING

01/2022 - 04/2023

BALTIC ENERGY PROJECTS

- Led the sales and marketing team to achieve record-breaking revenue growth, surpassing annual targets by 20% consistently.
- Introduced innovative sales techniques and conducted training programs, empowering the sales team to close deals more effectively and consistently exceed sales targets. Resulted in a 11% increase in monthly sales and a 8% rise in individual sales performance.
- Implemented cutting-edge digital marketing strategies, including social media campaigns, targeted email marketing, and online advertising, resulting in reaching a wider audience and generating a consistent stream of qualified leads. Increased website traffic by 40%, leading to a 50% rise in lead generation and conversion rates.
- Forged strategic partnerships with key industry players, leading to a broader network of clients, agents, and investors. Expanded the company's network by 30%, resulting in a 15% increase in referrals from strategic partners.

DEPUTY DIRECTOR

08/2017 - 11/2022

FINUP24

- Championed the implementation of client feedback mechanisms, boosting overall client satisfaction by 25% across key projects.
- Spearheaded cross-functional collaboration, ensuring seamless communication and efficiency between development, testing, and deployment teams.
- Integrated Agile methodologies into project workflows, enhancing adaptability and reducing time-to-market for new features.
- Directed end-to-end execution of complex IT projects, consistently delivering on time and within budget while exceeding stakeholder expectations.
- Leveraged advanced analytics and user data to drive personalized product improvements, increasing user retention rates by 9%.
- Achieved industry recognition for leading the development of an award-winning FinTech app, cementing the platform's reputation as a market leader.
- Resolved high-impact customer issues with innovative solutions, driving a 20% uplift in customer satisfaction.
- Streamlined response and resolution processes, cutting resolution times by 15% and boosting operational efficiency.

CERTIFICATIONS

SEO course: from beginner to specialist (2019)

The Complete Strategic Marketing Plan - tools and strategies (current).

SOFT SKILLS

- Coordination
- Communication
- Multi-tasking
- Team building
- Collaboration
- Conflict resolution,
- Decision-making

TECHNICAL SKILLS

- SEO and SEM
- Google Analytics
- Google Ads
- CRM
- Marketing automation tools
- Data analysis and performance tracking

TOOLS

- Google Business
- Google Analytics
- G Suite
- Meta Suite
- Planable
- WIX
- EditorX
- Trello
- Sluck
- GitHub
- Figma
- Canva

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MARKETING DIRECTOR

10/2014 – 08/2017

SI-TRADING

- Achieved a 25% increase in customer retention rates through the launch of a successful customer loyalty program.
- Implemented a marketing automation system that reduced manual effort by 20% while improving lead nurturing, resulting in increased conversions and revenue.
- Conducted a comprehensive website audit, leading to a 40% increase in organic traffic and a 25% improvement in conversion rates through strategic enhancements and effective SEO strategies.
- Managed a highly successful real estate development project launch, driving 20% of the sales target within the first three months.

CLIENT MANAGER

01/2012 - 08/2014

CBRE

- Orchestrated high-level audits in bank vaults and oversaw property management operations, leveraging advanced BI systems to ensure precision and compliance.
- Responded to diverse real estate inspection inquiries, consistently delivering accurate and timely information about company services and procedures.
- Managed client data and records with excellence, including updating client profiles, logging customer interactions, and monitoring feedback to enhance customer experience and satisfaction.