

# Vladimir Loginov

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## Personal Summary

Analytical Product Manager with ~3 years of experience in B2C tech, specialising in monetisation, payments, and data-driven growth. Delivered a 30% uplift in subscription conversions and built an A/B testing system that powered over 100 experiments. Skilled at translating business goals into technical execution, optimising customer journeys, and aligning cross-functional teams. Passionate about combining user research and data analytics to drive impact.

## Skills

- **Product Management:** Hypothesis testing, backlog prioritisation, SDLC, rapid prototyping (Figma, Bolt, Cursor.ai), customer journey mapping, UX/UI principles.
- **Project Management:** Agile (Scrum, Kanban), Jira, Trello, stakeholder management, technical documentation
- **Business:** Market research, customer development interviews, Excel, PowerPoint, CMS.
- **Data:** Python, SQL, Tableau, Power BI, Amplitude.

## Work Experience

### Product Owner

Smartbox · Dublin · Aug 2024 – Present. Leading teams of developers for Europe's largest experience gift e-commerce platform.

- Prepared and aligned technical requirements for the EU Omnibus Directive, supporting compliant UX across 4 EU markets
- Designed and launched targeted promotion logic, reducing discount costs by ~20% through channel-based personalisation
- Organised an internal PM community meet-up to improve knowledge-sharing across departments

### IT Product Manager

Yandex (Kinopoisk) · Moscow/Belgrade · Sep 2021 – Sep 2023. Led monetisation and growth for Kinopoisk, a Yandex-owned streaming platform with 10M+ MAU

- Built and scaled an A/B testing framework: launched and analysed 100+ experiments, halved validation time, led a team of 7 (Developers, QA, designer, analyst)
- Boosted subscription conversion by 30% via payment flow improvement
- Launched NPS feedback process across 6 platforms; improved user insight integration into planning
- Increased event logging accuracy by 30% and built 2 Tableau dashboards to visualise conversion offers

### IT Analyst Intern

Tinkoff Bank · Moscow · Mar 2021 – May 2021. Joined CRM automation team at Russia's largest private fintech bank.

- Designed and optimised internal processes using BPMN.
- Developed JavaScript-based business logic for CRM automation, reducing manual ops friction

## Education

### **MSc in Business Management** (1st Class Honours)

Trinity College Dublin · Sep 2023 – Aug 2024

- Finalist in Trinity Dragons' Den Startup pitch competition
- Led a 4-person consulting team to deliver a report for a large insurance firm

### **BSc in Applied Mathematics** (GPA: 4.5 / 5.0, top 15%)

Bauman Moscow State Technical University · Sep 2017 – Jul 2021

- Thesis: Dynamic clustering algorithms for streaming data
- Presented at 2 conferences; published 2 academic articles

## Certifications & Technical Training

- **GoPractice Simulator (Data-Driven PM)** – Feb – Jun 2023  
Completed 416 simulations on retention, cohort analysis, and A/B testing. Final score: 90%.
- **Yandex School of Managers** – May – Aug 2021  
Selected for a PM training school (30:1 competition rate). Led a team of 9 to launch an MVP of a mobile App and conduct user research (CustDev, surveys, UX testing).
- **Yandex Practicum: Data Analyst** – Jan – Jul 2020  
Completed 10 projects using Python, SQL, Tableau, and ML foundations.

## Volunteering

### **Data Journalist (Freelance volunteering)** – Aug 2024 – Present

- Published 4 investigations in a European independent media outlet (10M+ MAU)
- Used Python and open data to uncover political and legal insights

### **Volunteer Coordinator** – Samantha Smith Group (Ireland) – Dec 2023 – Dec 2024

- Facilitated English classes for 5 Ukrainian refugee student groups
- Improved internal tracking via Excel-based tools

### **Vice President, HR & IT** – Board of European Students of Technology, Moscow – Sep 2019 – Jul 2021

- Managed a 30-person department of volunteers
- Organised 12 soft-skills trainings, 2 hackathons, 3 job fairs, 2 engineering competitions

## Interests

Data journalism, fencing, film photography, and chess