



YULIA RAKSINA

St. Petersburg, Russia

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Summary: Technical CRM Specialist focused on automation, integrations, trigger-based campaigns, and bot mechanics. Experienced in designing and managing multichannel triggered communications. Skilled in working with APIs, Python, webhooks, and developing AMP emails. Open to projects with fast-paced implementation and applied use of AI technologies.

Education

ITMO University

Bachelor's degree, Mechatronics, Robotics, and Automation Engineering

Sept. 2021 – Jun. 2025

St. Petersburg, Russia

Relevant Coursework:

Robotics and Automatic Control Theory, Computer Modeling Tools, Database Systems

Experience

Quadcode | *Fintech infrastructure company*

CRM Manager

Sep. 2025 – Present

St. Petersburg, Russia

- Developing automation processes and multichannel communication strategies (Email, SMS, Web Push, WA).

Selectel | *Top-5 IT infrastructure provider in Russia*

CRM Manager

Feb. 2022 – Sep. 2025

St. Petersburg, Russia

Mar. 2024 – Sep. 2025

- Developed a CRM strategy that reduced monthly unsubscribes by 4%.
- Built and managed trigger-based campaigns across Email, Telegram, and SMS, resulting in a 6% increase in new customers and a 4% rise in additional purchases per month.
- Designed AMP-based gamified lead magnets and interactive campaigns, boosting email CTR by 16%.
- Automated event communication and internal workflows using Python, FastAPI, and webhooks.
- Developed internal web tools to automate team workflows and launched a custom multi-screen HTML popup that increased on-site engagement.
- Participated in deploying a new CDP for the website, including event setup and technical coordination.

Junior CRM Manager

Feb. 2023 – Mar. 2024

- Led the implementation of a multi-stage welcome journey (planning, analytics, testing, content coordination).
- Built custom logic for event registration and Telegram quiz bots, used in multi-channel campaigns.
- Developed an internal tool for campaign personalization, reducing manual work for the team.
- Supported major marketing events (e.g., hackathons and large offline tech meetups with 1000+ attendees) through automated workflows and communication bots.
- Conducted analysis of email performance and unsubscribe cohorts to optimize frequency and targeting.

CRM Intern

Feb. 2022 – Feb. 2023

- Learned CDP, HTML, and campaign setup from scratch; supported over 20 end-to-end CRM journeys for webinars and promotions.
- Created a Telegram quiz bot with custom logic that became a regular part of event mechanics.
- Assisted in the first complete CRM–website integration and campaign data validation.

Tethys Finance | *Perpetual DEX, cryptocurrency trading*
Community Manager

Apr. 2022 – Oct. 2022
Remote

- Developed and launched an interactive Discord bot with quest-based game mechanics, engaging approximately 150 users per quest.
- Built an internal community management system in Discord.
- Analyzed the key players within the network and organized advertising campaigns with them.
- Authored three comprehensive guides on how to use the platform, enhancing user onboarding and engagement.

Self-employed
Tutor

Sep. 2021 – Present
St. Petersburg, Russia

- Improved academic performance for all students, raising their average exam scores by one point.
- Improved exam results for students, raising their grade from 2 to 5 within six months.

Certifications

A/B Testing Certificate | *karpov courses*

2023

- Experiment design
- Analysis of ratio-based KPIs
- Stratification, CUPED, Variance-Weighted Estimators methods

Skills

Programming languages: Python, JavaScript, HTML

CRM & Analytics: Mindbox, Mailchimp, Pushwoosh, Google Analytics, Qlik

Other platforms: Botmother, Zapier, Albato, MyAlice

Tools: Excel, Google Sheets, Figma, Tilda, WordPress

Languages

Russian (native), English (C1), Spanish (B1)