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👤 28 years

♀ Female

📍 Chişinău

TOP Skills

- **Cross-Functional Collaboration** · 3 years
- **Qualitative Research** · 3 years
- **UX Research** · 3 years
- **Roadmap Development** · 3 years
- **Team Management** · 3 years
- **OKR Setting** · 3 years

Preferences

- Full-time
- No schedule
- Flexible
- In-house
- Hybrid
- Remote

Languages

- **Romanian** · Elementary
- **Russian** · Native
- **English** · Fluent
- **German** · Elementary

Skills

- Email Marketing
- Digital Marketing
- OKR Setting

Product Manager

About me

Goal-oriented middle Product Manager with 3+ years of experience in product launches and revenue growth across B2C and B2B markets. Managed three innovative projects: SONR Music, SONR Coach, and Aheel. Achieved 30% quarterly sales growth post-launch, led product validation phases, mentored a team, optimized processes and operational efficiency. Skilled in roadmap planning, data analysis, growth hacking, and customer-centric development. A strong balance of technical and interpersonal skills, fostering effective cross-functional collaboration and delivering results in diverse markets.

Work experience

Product Manager · Simpals

July 2021 - September 2024 · 3 years 3 months

SONR Music:

- Created strategic roadmaps and set OKRs, achieving a 30% increase in quarterly sales.
- Managed and mentored a product team of five.
- Developed workflows to streamline processes and improve efficiency.
- Collaborated with marketing, sales, design, and engineering teams to advance product initiatives.
- Formulated marketing plans and budgets to support sales and optimize resources.
- Developed pricing strategies and analyzed unit economics to drive revenue growth.
- Led hypothesis validation to refine features and enhance revenue using data-driven insights.
- Generated growth hacking strategies for ad campaigns on Facebook, Instagram, and Amazon, optimizing performance through detailed analysis and A/B testing.
- Managed email marketing campaigns, increasing open rates by 25-30%.
- Created B2C and B2B go-to-market strategies, defining product positioning, pricing, and value propositions.

Aheel:

- Developed roadmaps and established OKRs for validating a product concept.
- Analyzed customer needs, challenges, and competitor solutions to design user-focused features.

- Team Leadership
- Roadmap Development
- Time Management
- Adaptability
- Problem-Solving
- Decision-Making
- Effective Communication
- Strategic Thinking
- UX Research
- Quantitative Research
- Qualitative Research
- Competitive Analysis
- Market Research
- Data Analysis
- B2C and B2B Go-To-Market Strategy
- Growth Hacking
- Customer-Centric Development
- Process Optimization
- Cross-Functional Collaboration

- Conducted interviews with customers and industry experts to evaluate product-market fit.
- Designed surveys to prioritize feature inclusion based on user feedback.
- Developed landing pages, CTAs, and offers for ad campaigns, analyzing performance metrics to refine strategy and enhance conversion rates.

SONR Coach:

- Developed roadmaps and established OKRs.
- Developed marketing and sales plans tailored to B2B strategy needs.
- Led interviews with customers and potential segments, applying product frameworks to analyze and structure insights.
- Conducted UX interviews to refine landing pages and improve conversion rates.
- Performed market research and competitive analysis.
- Developed B2B partnership strategies, including product positioning, pricing, and value propositions, while collaborating with partners to successfully close deals.

Skills: Cross-Functional Collaboration, Process Optimization, Customer-Centric Development, Growth Hacking, Digital & Email Marketing, B2C and B2B Go-To-Market Strategy, Data Analysis, Market Research, Competitive Analysis, Qualitative Research, Quantitative Research, UX Research, Roadmap Development, OKR Setting, Team Management

Quality Assurance Department Team Lead · Kivork

February 2021 - July 2021 · 5 months

- Managed a team of 10, guiding and supporting quality assurance activities to meet performance goals.
- Developed workflows to ensure consistency in quality assessments.
- Verified investigation results for accuracy, ensuring reliable outcomes.
- Provided targeted feedback to analysts, strengthening assessment accuracy.

Skills: Workflow Development and Implementation, Quality Assurance Oversight, Team Leadership

Quality Assurance Analyst · Kivork

February 2019 - February 2021 · 2 years 1 month

- Evaluated support calls and chats to ensure adherence to company policies and quality standards.
- Investigated customer complaints to identify root causes and actionable insights.
- Provided feedback to agents, enhancing service quality and improving interactions.

Skills: Customer Service Analysis, Policy Adherence Monitoring, Complaint Investigation, Communication Standards Assessment

Desired industry

- Management

Education: Higher

IRIM

Graduated in: 2020

Speciality: Master of Philology, Specialized Translation and Technique of Terminological Documentation

IRIM

Graduated in: 2018

Speciality: Licentiate in Humanities, English Language and Literature

Courses, trainings

JTBD

Organizer: Growth Academy

Growth Hacking

Organizer: Growth Academy

Marketing Director

Organizer: QMarketing

Marketing in International Markets

Organizer: QMarketing

Unit Economics

Organizer: ФРИИ

Budget and PL

Organizer: ProductStar

How to build a financial model

Organizer: Qmarketing

Transactional Psychology

Organizer: Synchronize

Critical Thinking

Organizer: Synchronize

Personality Psychology and Self-Development

Organizer: Synchronize