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TECH PRODUCT MARKETING MANAGER, 216 720 ГРН.

15 квітня 2025 Місто: Німеччина

Готова до відряджень: Франція, США, Данія

Вік: 37 років
Режим роботи: повний робочий день, віддалена робота
Категорії: IT, WEB фахівці, Консалтинг, Реклама, маркетинг, PR

✔ Готова до відряджень

Увійдіть або зареєструйтеся на сайті як роботодавець, щоб бачити контактну інформацію.

Досвід роботи

Tech Product Marketing Manager

Finlead Global | Fintech SaaS | Affilliate CPA (Finance loans), Греція
06.2023 – 12.2024 (1 рік 5 місяців)

Обов'язки:

Operational preparation of the **platform for launch**. Product development from scratch; V1, V2, V3, V4, V4.5 versions. Collection of global analytical data. **Strategy and tactical implementation** of a roadmap along the **road a of bread crumbs**.

Web & mobile platforms. Google & Facebook as traffic **sources**. Technical integrations. Tracking, scalable bundle. Budgets.

GEO: KZ, PH, MX, RO, VT, UA.

✔ Є рекомендації з даного місця роботи

Product Owner

Medics IT (Medics IT | SaaS | Medical CRM), Франція
09.2022 – 06.2023 (9 місяців)

Обов'язки:

SaaS IT Company operating in **B2G** | **B2B** | **B2C** segments. The product is aimed at **medical institutions** and end users in the face of patients. At the very first "brainstorm" the **concept of a strategy** for "**expansion**" to the **market** was developed and **approved by the top management**.
At the moment, the **stage of active implementation is**. Formation of a network of regional managers in **21 regions of Ukraine**. In **conditions** of **war, personnel shortages**, and **all** the **ensuing circumstances**. Sales training and product presentation - by staff from scratch. There are simply

no relevant specialists on the market. **Readiness stage 40%**. Templated approaches, **the first sale** by the end of the first month of **B2B - Enterprise**.

In-depth market research was carried out for the **technical solutions of competitors**. Disadvantages - decomposed into the backlog of the **development team**. The **list of tasks** has been **prioritized** and **divided** into **sprints**, there is an active elimination of inconsistencies with market expectations. **Readiness stage 60%**.

✔ Є рекомендації з даного місця роботи

Senior Product Manager

Tixee.com | Axious Holding | Fintech SaaS | Forex trading (Finance trading platform), Київ
09.2020 – 04.2022 (1 рік 7 місяців)

Обов'язки:

SaaS - B2C | B2B, licensed trading platform - "Forex". Web interface and **desktop** versions of **terminals** with a **mobile application**.

During the project, all the problems that arose on similar projects were taken into account, and an **optimal configuration was formed**, which went into release. The global goal of getting **10,000 "first"** deposits from customers was achieved, as well as the problems associated with this goal, which have a **direct impact** on the future success of the product.

Built "**affiliate - gen**" **traffic branch** - **1000 leads per day**, interaction with **CPA networks, individual affiliates**.

Created its own department of traffic - generation. Designed and implemented **e-mail & marketing architecture** and **triggers**.

Processes **for processing "leads" sales & accounting** flow were set up. As well as work with the existing customer base.

SEO - a grid of "**satellites**" got its **start**: the **lure** of which is **education**.

Product manager

Aisales.network | Fintech SaaS | (CPA Affiliate Network), Кіпр
02.2020 – 11.2020 (9 місяців)

Обов'язки:

From the existing **logic - AI** is needed to assemble and **package** an affiliate network in the field of lending. Scaled "worldwide".

Only **AI** and a **number** of **internal solutions** of the company, which later formed the **basis** of **the admin panel**, were of our own development.

Trackers, analytics, third-party services - ready-made solutions. Due to the extremely limited timeframe, they were launched in stages. First 2 client parts and only then the internal admin panel.

Strategy: a **classic set of marketing tools** for a segmented audience. A number of motivational programs.

The **development** department, and **analytics, were staffed initially**.

Started from scratch: sales, account managers, lead generation, spam.

Product manager

Volsor.com | Fintech SaaS | CPA Affiliate Network (Fintech CPA Affiliate Network), Чехія
11.2019 – 04.2020 (5 місяців)

Обов'язки:

Formed: **sales and accounting department, support line**. The main task is to **keep the EU market** and **scale to English-speaking countries**, as well as the **CIS**.

Optimized **tracking - analytics**, for public - channels. Implemented marketing link "**presence**". **Segmented audience. Debugged client - flow**.

The **project** was **frozen**, at the height of the pandemic, **COVID 19**.

Chief Business Development Officer

Leads.su | Fintech SaaS | CPA Affiliate Network (CPA Affiliate Network), Харків
03.2015 – 12.2016 (1 рік 9 місяців)

Обов'язки:

After half a year of work in the company, he was promoted to the position of CBDO.

A **team** of **specialists** was **formed** and trained from scratch. There were no relevant specialists on the market, so the team was formed taking into account the internal ratios of qualities that candidates should have. Independent testing and selection of employees were carried out in order to form a team of **future - highly qualified specialists**.

The market has reformed, and the previous directions have ceased to generate the required number of banknotes. I **correctly identified the vector of the company's development** and, as it turned out later, the market as a whole. That extremely **favorably affected** the **key indicators** of the company.

The **key result** of the work was **multiple increases** in **net profit** and **turnover**. **Trends** for the **entire market** were **set for years** to come, predetermining its future development and the change of some paradigms *(must have) as a threshold of "presence" for competitors.

A **successor** was prepared **before** the **change** of **position**. She successfully continued her work in the development department and **showed** excellent results.

Account manager

Leads.su Fintech SaaS (CPA Affiliate Network), Харків
09.2014 – 03.2015 (5 місяців)

Обов'язки:

Growth of the personal **portfolio of clients** by **more than 20 times** in **half a year**. The **chart** looked "**vertically**" in a slice by "months". As a result, **top - 1 and I was promoted** to the **CBDO** position.

An internal, very deep **analytical tool** helped. It was possible to watch "everything" at the **macro** and **micro** levels. Conclusions were drawn and a sales strategy was formed.

At that time I used "**conditionally**" **cold** calls. Because customers have cooperated with our company in one way or another. Either earlier or at the time of "contact". The level of **confidence** was above the conditional "0" **Conversion at a distance = 100%**.

Освіта

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