



- 👤 27 years
- ♀ Female
- 📍 Chişinău

Datele de contact sunt contra cost. Detalii aici: <https://www.rabota.md/ro/prices/cv>

Product Manager

About me

Goal-oriented middle product manager with 3 years of experience across three innovative projects. Led Aheel during its validation phase, worked on SONR Coach which was already in production, and managed SONR Music, a newly validated product that launched in 2023. Strong emphasis on both hard skills and soft skills, recognizing their importance in driving successful product outcomes and fostering team collaboration.

TOP Skills

- **Digital Marketing** · 3 years
- **Roadmapping** · 3 years
- **Market Research** · 3 years
- **Competitive Analysis** · 3 years
- **Interviewing** · 3 years
- **Email Marketing** · 3 years

Preferences

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

Languages

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

Skills

- Communication Skills
- Decision-Making
- Time Management
- Problem-Solving
- Adaptability

Work experience

Product Manager · Simpals

July 2021 - September 2024 · 3 years 3 months

SONR Music:

- Created roadmaps and set OKRs for product launch, driving 30% quarterly sales growth.
- Managed and mentored a product team of five.
- Developed and implemented workflows, tracking key metrics.
- Developed pricing strategies and analyzed unit economics to optimize revenue.
- Led hypothesis validation processes.
- Generated growth hacking hypotheses for ad campaigns on Facebook, Instagram, Google Ads, and Amazon, optimizing through performance analysis.
- Managed email marketing campaigns, increasing open rates by 20-30%.
- Developed landing pages in Miro and product listings for Amazon and Decathlon.
- Crafted B2C and B2B go-to-market strategies for online and offline channels, defining product positioning, pricing, and value propositions.

Aheel:

- Developed roadmaps and established OKRs for validating a product concept.
- Mentored a junior product manager.
- Developed and implemented workflows.
- Identified potential customers' needs, challenges they face, benefits they seek, competitors, and solutions to their pain points.
- Interviewed potential customers and industry experts to collect qualitative insights and evaluate product-market fit.
- Designed surveys to determine which features should be

- Flexibility
- Team Working

included in the product.

- Created landing pages, CTAs and offers for ad campaigns, identified target audiences, tracked ad performance, and performed data analysis.

SONR Coach:

- Performed qualitative research by conducting interviews with customers and potential

segments, followed by applying product frameworks to analyze and structure the insights gathered.

- Conducted UX interviews.

- Developed B2B partnership strategies, including product positioning, pricing, and value propositions, while collaborating with partners to close deals.

- Performed market research and competitive analysis.

- Developed promotional offers and managed communications with journalists, reviewers, and ambassadors.

Skills: Roadmapping, OKRs Management, Team Mentorship, Data Analysis, Hypothesis Validation, Pricing, Interviewing, Digital Marketing, Email Marketing, Market Research, Competitive Analysis

Quality Assurance Department Team Lead · Kivork

February 2021 - July 2021 · 5 months

- Managed a team of 10 people, providing guidance, support, and oversight to ensure quality objectives were met.

- Developed and implemented workflows to ensure consistency in quality assurance activities.

- Checked and verified the results of investigations to ensure accuracy in findings.

- Provided feedback to analysts on their assessments and investigations, helping them refine their evaluations and maintain accuracy.

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

Quality Assurance Analyst · Kivork

February 2019 - February 2021 · 2 years 1 month

- Listened to and evaluated support calls for adherence to company policies, communication standards, and quality of service.

- Analyzed support chats to assess the accuracy, tone, and resolution effectiveness.

- Conducted in-depth investigations into customer complaints or recurring issues to determine root causes and identify who was responsible.

- Provided constructive feedback to agents, highlighting strengths and areas for improvement.

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