# Illia S.
# Senior Product Manager

## SUMMARY

-Coins, tokenomics, community -DeFi -Play2Earn -Metaverses -Nodes and testnets -NFT -Analysis of smart contracts, identification of scam types (Regpool, Honeypot, etc.) -Lunchpad operation and private project rounds -Successful cases in trading due to fundamental and technical analysis (spot trading) - Advanced English - Available: ASAP

## TECHNICAL SKILLS

| | |
|---|---|
| **Main Technical Skills** | Product Manager |
| **Blockchain and Decentralized Software** | NFT |

## EXPERIENCE

### Own IT startup

01/01/2020 - 11/21/2021
In parallel with my work for hire, I developed my own project in the market of entertainment: the market of online games and cyber sports.
Successfully launched and developed this startup and then sold its main mechanics to a third-party company to launch my new business. Started preparations for launch in February 2022. As of now, the launch is frozen due to the start of the war between Russia and Ukraine.

### Head of Digital,  JUNIMED OGRANIC CO.

04/01/2019 – 02/24/2022
**Responsibilities:**

- Implementation of a marketing strategy in the Internet channel
- Developing a strategy for each brand with reference to the results: building a brand, increasing sales, brand awareness.
- Work on Internet projects. Management of a team of specialists.
- Create, launch, and control the results of viral advertising.
- Development and implementation of SMM strategies.
- Analysis, control of indicators and increase in the effectiveness of targeting and contextual advertising.
- Management of development, updating of the company's website and online store.
- Ensuring the implementation of the e-commerce sales strategy.
- Providing a high percentage of conversion.
- Management of methods and channels for attracting traffic.
- Stimulation of sales and work on the development and loyalty of customers of the Internet channel.
- Fulfillment of budgets for online sales and promotion.

### Marketer, JUNIMED OGRANIC CO.

01/02/2019 – 03/29/2019
**Responsibilities:**

- Ensuring the marketing activities of the company;
- Organization of the company's participation in exhibitions and conferences, organization of Junimed's own events;
- Selection of events for presentations by Junimed experts;
- Preparation of information and presentation materials;
- Evaluation and analysis of the effectiveness of marketing activities and customer satisfaction. Preparing of the project reports.

### Assistant Manager, JUNIMED CO.

05/05/2015 – 12/28/2018
**Responsibilities:**

- Quality and timely completion of tasks assigned by the director.
- Organization and working events: meetings, negotiations and their documentary support.
- Timely organization of working trips of the director:
- Timely booking and purchase of railway and avia tickets.
- Timely hotel booking.
- Accompanying the director to meetings and business trips if necessary.
- Communication of the director's instructions to employees. control over their implementation.
- Effective interaction with the sales team in the implementation of national and local brand promotion programs;

## SKILLS GAINED WHILE WORKING ON MY IT STARTUP:

- Ability to manage and control the implementation of tasks / compliance with deadlines by a team of developers (size 6-10 people);
- Basic knowledge of planning and creating project architecture. Interactions of entities within the project;
- Ability to draw up detailed Technical Task for non-standard projects;
- Selection of a technical stack based on the business goals of the project and its functional features;
- Basic knowledge of the technical characteristics and benefits of using frameworks;
- Expertise in the global entertainment market, which is associated with skins in online games like CS GO and DOTA 2;
- Detailed understanding of the gaming industry and game dev;
- Extensive experience working with influencers on YouTube and Instagram;
- Development of PR campaigns for 30+ bloggers. Monitoring the implementation of tasks, evaluation of results;
- Working with designers in Figma: idea creation, prototyping, control, editing, accepting designer's work;
- Working with video makers as part of a PR campaign: creating a concept video for its competent integration into the overall system.

## EDUCATION

National University of "Kyiv-Mohyla Academy". Kyiv. Ukraine.
2014-2020
Bachelor's degree with honors in Economics.
2014-2018
Master's Degree with honors in Marketing.
2018-2020