

Aleksei Lazunin

Product Manager Professional

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Professional Summary

I am a Senior Product Manager with extensive experience in cloud technology products, leading cross-functional teams to drive business growth through effective product development, marketing, and customer support.

I have successfully managed projects like launching cloud storage solutions, control panel redesigns, and post-acquisition integrations, improving user experience, revenue, and customer satisfaction.

As a Marketing Team Leader at Timeweb, I developed strategies that reduced churn rates and doubled revenue growth. My efforts in email marketing, social media marketing, and department collaboration significantly boosted customer acquisition.

I excel in organizing efficient workflows and adapting to various business environments, with experience in both B2C and B2B markets. I focus on continuous improvement and delivering practical results, handling industry challenges while prioritizing client management and team development. My diverse skills ensure successful project execution and improved efficiency.

Professional Experience

Senior Product Manager (Cloud Solutions)

Dataline, Moscow, Russia May 2018 - March 2024

- **Overall Product Management:** Successfully managed and grew a cloud technology product, leading a cross-functional team of developers, support specialists, and marketers. Oversaw all aspects of product development, marketing, customer support, and strategic planning, resulting in significant business growth and enhanced customer satisfaction.
- **Major Features and Products:**
 - **Led Control Panel Redesign:** Initiated and executed a comprehensive redesign of the control panel, simplifying the design and reducing user loss from over 90% to less than 10%. Integrated best practices from competitors and conducted A/B tests to optimize user experience.
 - **Cloud Storage Solution Development:** Led the development and implementation of a cloud storage solution using NextCloud technology, involving parallel work with various departments to meet diverse requirements.
 - **Product Integration Post-Acquisition:** Managed the integration of their control panel with three different virtualization technologies used by the parent company, overcoming compatibility challenges to create a seamless user experience.
- **Cross-departmental Collaboration for Product Improvement:** Worked closely with various departments to gather requirements and feedback, including legal, information security, and network engineering. Coordinated efforts to ensure the product met all necessary standards and integrated seamlessly with existing systems.
- **Revamped Marketing Strategy:** Shifted from traditional online marketing to targeted content creation and influencer collaboration. Redirected budget from contextual advertising to influencer partnerships and content marketing, significantly reducing user acquisition costs by over 75%.
- **Expanded and Managed Team:** Grew the team from 4 to 11 members, enhancing support and development capabilities. Implemented weekly planning meetings, utilized a Kanban board for task management, and assigned mentors to new team members for effective onboarding and integration.

- **Improved Performance Metrics:** Achieved significant operational improvements, reducing average customer issue resolution time from eight hours to 30 minutes, increasing monthly revenue from \$30,000 to \$2 million, and lowering churn rate from 20% to less than 6%.
- **Training and Development of Product Team:** Trained the product team of the parent company on conducting customer surveys, creating questionnaires, and effectively interviewing customers. This improved the parent company's product development process and ensured a customer-centric approach.

Marketing Team Leader (Hosting and Cloud Provider)

Timeweb, Saint Petersburg May 2016 - May 2018

- **Team Leadership and Development:** Led a team of four specialists: one email marketer, one analyst, one SMM marketer, and one online marketer. Grew the team from two initial roles, enhancing capabilities and productivity. The team worked closely together, ensuring constant interaction and alignment with goals.
- **Marketing Strategies:**
 - Adjusted domain pricing strategies, lowering initial registration prices to attract more customers and increasing renewal prices, which significantly boosted revenue.
 - Focused on contextual advertising, collaborating with webmasters, web integrators, and developers to host their clients' websites on the company's services.
 - Established targeted and triggered email campaigns to engage with customers and promote additional products.
 - Utilized aggregator platforms and websites to place the company prominently, attracting a significant number of customers.
- **Campaigns:**
 - Thematic Advertising: Aligned online marketing campaigns with events like Black Friday, New Year, and significant Russian holidays (8th of March, 23rd of February, 9th of May), and adapted to popular internet activities challenges to engage with customers.
 - Churn Reduction: Implemented email marketing strategies to quickly reach out to customers who stopped paying, effectively decreasing churn rates.
 - Email Marketing: Promoted additional products like CMSs and software licenses through email campaigns, which became a significant revenue driver.
- **Social Media Marketing (SMM):** Grew the company's group on Russia's most popular social media platform from 700 to over 25,000 members, using it as a customer support channel.
- **Innovative Approaches:** Emphasized a proactive and results-oriented strategy, setting clear goals and discussing the potential impact of campaigns before implementation. This approach allowed for quick adjustments and ensured alignment with revenue, customer acquisition, and churn rate targets.
- **Collaboration with Other Departments and Stakeholders:**
 - Sales Channel: Acted as the main sales channel in the absence of a dedicated sales department.
 - Legal Department: Worked closely to get approvals for marketing campaigns.
 - Customer Support: Provided feedback and scripts to improve customer interactions.
 - Network Engineers and Developers: Coordinated on technical issues and provided input for control panel and website changes.
- **Use of Analytics:** Utilized analytics to gain insights, such as customer behavior around domain renewals. This led to strategic pricing adjustments, attracting more customers and significantly increasing revenue.
- **Key Achievements:**
 - Achieved revenue growth at twice the market rate.
 - Reduced churn rate from 9% to less than 5%.
 - Tripled the number of new customers compared to the previous average acquisition rate.

Project Manager (Hosting and Cloud Provider)

Timeweb, Saint Petersburg May 2016 - May 2018

- **Website Builder Implementation:**

- Negotiated with an international partner and overcame legal obstacles with the support of the legal department.
- Worked extensively with the development department for over five months to integrate the partner's API into the system.
- **Promotional Banner Implementation:**
 - Implemented a highly visible promotional banner within the control panel, which had over 100,000 users and c.15,000 daily logins.
 - The banner promoted new domains, sales, and software licenses, driving significant revenue.
 - Designed to be visually appealing and unobtrusive, the banner featured a timer to encourage quick interaction and was updated for various occasions.
 - The implementation took only three weeks and proved to be highly profitable due to its strategic use of promo codes and visibility.

Education

- MBA in Marketing and Sales

The Russian Presidential Academy of National Economy

- Master of Science in Marketing

Peter the Great St.Petersburg Polytechnic University

Skills

- Product Management: Cloud technology, cross-functional team leadership, product development, strategic planning.
- Marketing: Email marketing, social media marketing, content creation, influencer collaboration, contextual advertising.
- Team Leadership: Team growth and management, training and development, workflow optimization.
- Analytical Skills: Data analysis, performance metrics, customer behavior insights.
- Project Management: Project planning and execution, cross-departmental collaboration, customer-centric approach.

Software and Programming Languages

- Google Analytics
- Figma
- Jira/Atlassian
- Aha!
- MS Office
- Yougile
- Power BI
- SQL
- Java (Core + Spring)
- Python (Analytical libraries)

Certifications

- Product Management by a Big Tech's PM (Udemy)
- Core Java Using IntelliJ (Udemy)
- The Ultimate Google Analytics Course (Udemy)
- Data-Driven Product Management (Gopractice)
- Advanced Product Management: Vision, Strategy, and Metrics (Udemy)
- VPs and Directors of Product Management: Finding Excellence (Udemy)
- Product Strategy: Create, Experiment, and Go Big (Gopractice)
- Product Owner Fundamentals - IIBA Endorsed (Udemy)
- Python A-Z™: Python for Data Science (Udemy)
- Analysis for managers (Netology)

- Web-analysis (Yagla)
- And many others

Languages

English – C1/Advanced
Russian - Native