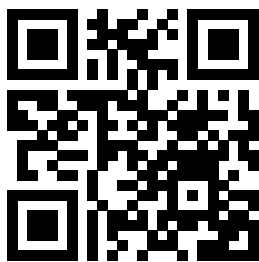


Boris Drukh — Product Manager



⤴ Middle
📍 Israel
💰 1 500 € (евро/мес)
📅 Временная работа | Полная занятость | Фриланс |
Частичная занятость
☁ Удаленная работа
➔ Релокация
✉ Контакт: geeklink.io/cv-79019



Навыки

Amplitude, bitrix, Confluence, Figma, Final Cut, HTML, Jira, Miro, PhotoShop, Tilda, Trello, wordpress.

Опыт работы

• Magnit

2021-2023 - Content Team Lead

1. Debugging business processes of the department. Both internal and external.
2. Training, hiring employees.
3. Interaction with related departments: acceptance of tasks, monitoring the implementation of tasks by employees, communication on the implementation of changes in the business processes of departments.
4. Initiation of improvements to the environments in which the department operates (1C, Bitrix, self-written admin panels); product development for the department from scratch (promo loader).

At the current place of work:

created a scheme of existing business processes; outlined points of change in these processes and steps to implement these changes; established work with customers - algorithms for the work of department employees, guides for customers; initiated the development of a promotional materials uploader for the website and mobile application.

• Mobiguru

2016-2018 - Content Team Lead

Product content management on company websites.

Site directory management (3 sites).

Analysis of attendance of categories, product cards, viewing depth of category pages.

Analysis of attendance, content sections of sites.

Setting tasks for subordinate content managers (8 people) and monitoring their implementation.

Writing technical specifications for improvements on sites for developers, designers and layout designers.

Creation of slogans for banners and selection of pictures.

Working with the site admin panel - posting news, articles, setting filters, feature templates.

Formation of a content plan (planned number of completed product cards, number of articles posted). Product content management on company websites. Site directory management (3 sites). Analysis of attendance of categories, product cards, viewing depth of category pages. Analysis of attendance, content sections of sites. Setting tasks for subordinate content managers (8 people) and monitoring their implementation. Writing technical specifications for improvements on sites for developers, designers and layout designers. Creation of slogans for banners and selection of pictures. Working with the site admin panel - posting news, articles, setting filters, feature templates. Formation of a content plan (planned number of completed product cards, number of articles posted).

• Jeweler Network 585

2015-2016 - Content Team Lead

- development of the structure and content standards on the site;
- product catalog management;
- interaction with contractors (copywriters, content managers);
- management of contextual advertising on Yandex.Direct, Google.Adwords (through a contractor);
- monitoring and analysis of advertising campaigns in contextual advertising;
- updating site content through CMS;
- SEO promotion;
- e-mail newsletters;
- interaction with contractors: setting tasks, monitoring work and evaluating results;
- GA analytics;
- holding promotions on the site together with the commercial department;
- SMM - maintaining groups, forming a content plan.

Образование

- **социальная работа**

Московский Государственный Университет Сервиса
1999 - 2004

Обо мне

Previous experience:

I was fully responsible for content (product and marketing) on large e-commerce projects.

Managed content generation and publication processes on websites.

Organized the work of creating product cards, moderating reviews, and writing website content (overseeing more than 10 people both in-house and outsourced).

Interacted with suppliers regarding content creation and acquisition. Formulated hypotheses, tested and analyzed changes.

Created specifications for backend and frontend enhancements for developers.

Collaborated with an SEO contractor to implement their specifications on the website, analyzed the impact of implemented changes, and handled payments.

Achievements in my latest position:

Created a diagram of existing business processes.

Identified areas for improvement and devised steps for implementing those changes.

Established effective communication with clients, including workflow algorithms for department staff and client guides.

Initiated the development of a promotional material uploader for the website and mobile app.