

Key skills:

- Rigorous and multi-skilled
- Creative & thriving on acquiring new knowledge
- Rapid adaptation in a new environment

Junior Product Manager

EDUCATION

Digital Communication Manager (Master's Degree)

Institute of Internet and Multimedia (Paris) • 2010 to 2015

Digital strategy, Digital communication, E-business, Project management, Web-Dev & Design

Laurea University (Helsinki, Finland) • January to June 2013

Semester in Business Management • Student exchange program (Erasmus)

WORKING EXPERIENCE

Product Manager • **ROCKET INTERNET** (Munich) • Feb 15 - August 15

Project: Cuponation, Largest Couponing platform since 2014

- Business requirements gathering
- Creation of functional and technical specifications.
- UX Design: Wireframes, User flows, Design Guidelines.
- Team management [11 workers]: Designer and Developers (based in Munich, India and Macedonia).
- Scrum management (Agile), Product prioritization & Roadmap creation.
- Improvement of Working processes.
- Product Optimization.
- Acceptance test.

Project Manager • **PUBLICIS K1** (Paris) • July 13 - Jan 14

Web & mobile projects: Program « Ma vie en Couleurs »

CRM dedicated for Mondelēz, Unilever and Danone group (900 000 monthly visits).

- Functional recommendations on Web & Mobile projects.
- Creation of technical and functional specifications.
- Prototyping: Creation of wireframes and user flows.
- Management of 3 teams: Developers and UX designers (based in Paris, Romania and in Mauritius).
- Scrum management (Agile).
- Digital competitive intelligence and strategic recommendation.
- Budgeting.

PROFESSIONAL PROJECTS

Freelance • **GOLDEN RULE CONSULTING** (Paris) • Nov - March 16

Company: Training program preparing applicants to join top management consulting firms: McKinsey, BCG, Bain & Company, Roland Berger.

↳ Project: Creation of a showcase website & an e-learning platform.

- Consulting: Learning of the consulting working processes.
- Management: Business Gathering, Client Relationship.
- Web Strategy: Marketing & Acquisition Strategy.
- Web & Design: UX Design, Design, Web Development.

Founder • **DEAR EUROPE** • Sept 14 - Now

Instagram account promoting European photographers: @deareurope

↳ Social media strategy, Fan acquisition strategy & Graphic Design.

Project Manager • **SPRING KIDS FEST** (Helsinki) • Feb - May 13

Organization of a public event in Helsinki.

↳ Team management (18 workers), Budgeting, Marketing strategy (online & offline).

DIGITAL STRATEGY

- Market research
- Benchmarking
- Social media strategy
- Trend Analysis

MANAGEMENT & BUSINESS

- Agile project management & Scrum.
- Sprint planning, Product prioritization and Roadmap.
- Technical and functional specifications.
- Business requirement gathering.
- Business modeling.
- V-model project management.

WEB & DESIGN

- UX Design (Wireframe & User flows)
- Web Design
- HTML5 / CSS3 & PHP / MYSQL
- Framework Bootstrap
- SEO & SEM
- Google Analytics

SOFTWARE SKILLS

- Sketch 3, Photoshop & Illustrator CS6
- Microsoft Office & iWork '09
- Lightroom 5

LANGUAGES

- English (Fluent) TOIEC 850
- Spanish (Basic Knowledge)
- French (Native)
- Persian and Russian (Notions)

INTERESTS

Sport:

- Volley-ball: 2 years
- Tennis: 7 years
- Ping-Pong: 2 years

Others:

- Travelling: 25 countries visited, lived in 3 countries.
- Photography
- Music & Live musical performances