

SVETLANA SOBOLEVA

Mature individual with five years of deep hands-on experience in Product Owner/ Manager roles within agile technology company. Working closely across departments through the whole product development cycle from its inception and requirements' collection to construction of user stories and to the post-production assessment on how well the business needs have been met through the set of established commercial and technical KPIs.

HARD SKILLS

- competence in commercial business aspects
- market research and analysis savviness
- data-driven decision making mindset
- building complete insight of customer needs
- requirements prioritization
- needs conversion into product backlog
- splitting and simplifying complex into doable
- translating concepts into roadmaps
- allocating business resources efficiently
- building basic forecasting models
- monitoring implementation
- project risk management
- marketing strategy development
- documentation maintenance
- mockups construction for best UI/UX customer experience

SOFT SKILLS

- integrity
- resourcefulness
- collaborative mindset
- communication finesse
- self-motivation
- challenges-embracing attitude
- problem solving
- active listening
- prioritization ability
- steadfast concentration
- flexibility & adaptation
- conflict management
- efficient time scheduling
- agile-oriented mentality
- sense of humor

SOFTWARE LITERACY

- Microsoft Word/ Excel/ PowerPoint
- MAC Pages/ Numbers/ Keynote
- Google Suite
- Google Analytics & AdWords
- Splunk
- Redmine
- Lucidchart, Balsamiq, InVision
- Amadeus, Sabre GDS (travel-specific)

LANGUAGE INSIGHT

- Russian - native
- English - proficient
- Greek - proficient

EDUCATION

American College of Greece, Deree College
(September 2005 - June 2009)
• B.Sc. in Business Administration (double major in Accounting & Finance)
• high distinction (GPA 3.7/4.0)

FREE-TIME INTERESTS

- reading books on personal development
- reading books about world order
- sewing clothes
- creating handmade crafts of textile or modeling materials
- doing yoga

CONTACT INFORMATION

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WORK EXPERIENCE

Promoted four times in seven years within e-Travel S.A. (currently a part of Etraveli Group with annual turnover of €4 bn.) as follows:

Product Owner

(member of extended management team)

November 2017 - January 2018

- managed to speed up the launch of upcoming value-added service
- proposed new processes for team work efficiency approved and adopted by the lead
- became autonomous member of product development in one week period

Primary responsibilities:

- created value propositions and transformed them into effective product roadmaps
- assessed feasibility of the concepts and prepared basic ROI analysis
- ensured on-time delivery of products by efficient management of business resources
- interacted with internal/ external stakeholders along the product development process
- built a deep understanding of customer needs and translated them into technical specs
- performed unceasing industry research to keep up and be ahead
- communicated priorities, business and functional requirements to development team
- interacted with design department via mockups and then with the respective IT team
- participated in daily stand ups, sprint planning, retrospectives
- created acceptance tests and performed manual testing upon release
- established KPIs and evaluated the progress throughout the development process

B2B Product Owner/ Sales Team Manager

(member of extended management team)

January 2015 - October 2017

- raised new B2B business unit in a purely retail company
- B2B unit overpassed €100k in EBITDA with six people in sales team within 2 years
- created a portfolio of products encompassing Travel Agency of any size worldwide

Primary responsibilities:

- conducted global market research to build competitive products and sales pipeline
- acquired in-depth insight of customer requirements and put it into user stories
- studied in an exhaustive manner existing systems and processes to assess feasibility
- interviewed company department leads to collect internal needs for new products
- prioritized all specifications, defined possible risk areas and proposed solutions
- maintained product backlog and respective documentation
- established performance KPIs and monitored them through product lifecycle
- participated in daily stand ups and technical meetings around the backlog items
- prepared P&L and ROI forecast for the products in scope
- trained and managed a team of 6 sales executives
- customized CRM to meet the needs of the team (prior to that excel was used)
- participated in meetings with key partners and traveled to Europe and Middle East
- worked hand-in-hand with company Commercial Director and Chairman
- prepared monthly reporting for the Board of Directors

Global Distribution System* (GDS) Expert

January 2014 - March 2015

(*Global Distribution System is a worldwide computerized database that enables smooth interaction between travel industry service providers. It contains all the scheduled flights of all airline companies in the world for each given minute of time.)

- liaised with Marketing and Product Development during integration of major GDS
- reached the established targets of GDS production distribution to maximize profits

Primary responsibilities:

- handled the interaction on system optimization with GDS consultants and executives
- built a profitability model with scenarios for automation of production distribution
- monitored KPIs on the matter of conversion rate volatility due to technical issues
- resolved technical impairments reported with GDS consultants

Online Marketing Executive (Google AdWords)

December 2011 - December 2013

- managed the biggest AdWords account with €100k/month budget and 140 campaigns (search and display) in Russian Federation

Customer Care Junior Agent

March 2011 - November 2011

- performed all the necessary tasks for the best possible customer support experience