

# OLEH MOISEIENKO

Product & Data  
Product Manager At Heart.

## EXPERTISE

Overall IT Experience	14+ Yrs
Product Management	4+ Yrs
Leadership Positions (IT)	3+ Yrs
Data & Analytics	5+ Yrs
Product Marketing	5+ Yrs
Web Development	11+ Yrs
Project Management	13+ Yrs
Sales (IT)	14+ Yrs

## SKILLS

### Notable Competencies:

Problem Solving, Product Lifecycle, Analytics, Data Analysis Fundamentals, Data Engineering Fundamentals, Data Visualization, Go-To-Market, Digital Marketing, Design & UI Principles, Web Development, SaaS, Distributed Teams.

### Product-Specific:

JTBD, Persona Framework, Customer Journey Mapping, Competitor Analysis, OKR, Product Positioning, PRD, Tasks & Release Dates, Product Roadmap, SRS, Unit Economics Fundamentals, Product Hypothesis Fundamentals.

### Creative:

Figma, Adobe Photoshop, Gimp, Adobe Illustrator, Inkscape, Lightworks.

### Data & Analysis:

SQL, Amplitude, Google Data Studio, Google Tag Manager, Google Analytics, Google Optimize, Facebook Analytics.

### Product & Project Management:

ClickUp, Jira (SCRUM/KANBAN/Confluence), Trello, Asana, Redmine.

### Sales, Marketing, Product Experience:

Google Ads, Salesforce, Freshworks, Bitrix24, HubSpot, Pipedrive, Freshdesk, Mailchimp, Mailerlite, Buffer, Semrush, Ahrefs, SimilarWeb.

### Languages, Syntax & Technologies:

SQL, PHP, JavaScript, JSON, HTML, CSS, XML, RegEx, API, CMS, Git, Linux/Unix.

## EXPERIENCE

### Product / Project Manager

Cross-Link

Mar 2023 - current

Switzerland / Remote

#### Web Development

- Business analysis, solutions modeling and design
- Agile SDLC: internal & client-facing PM, functional specifications, product roadmap, backlog, timeline

### Product Manager

Saucal

Nov 2021 - Aug 2022

Canada / Remote

#### WooCommerce Development - Platinum Certified Expert

- Notable work: project management of E-commerce plugins development on behalf of Amazon (Amazon Pay) and Pinterest (Pinterest for WooCommerce)
- Agile SDLC: internal & client-facing PM, functional specifications, product roadmap, backlog, timeline

### Business Analyst

Program-Ace

Oct 2020 - Feb 2021

Ukraine / Remote

#### AR, VR, Game, & Industrial Software Developer

- Identified product-specific trends and insights to enhance competitive advantages
- Contributed to stakeholder sessions, validating hypotheses, POCs, and feasibility studies
- Translated concepts into business requirements, then into functional and software specifications
- Key in MVP creation, refining core features for launch, emphasizing value-added components
- Liaison between technical teams and business stakeholders, facilitating effective communication and understanding

### Transition Consultant

Netreo

Jul 2020 - Nov 2020

USA / Remote

#### SaaS Cloud Monitoring & Automation

- Played a key role in assessing the migration requirements and assisted in the creation of the migration plan
- Coordinated with technical teams to ensure smooth data migration and integration processes
- Provided training and support during the transition process

### Growth Product Manager

CloudMonix (acquired)

Oct 2017 - May 2020

USA / Remote

#### SaaS Cloud Monitoring & Automation

- Quadrupled organic traffic in 3 months through targeted SEO and blog post revisions
- Doubled referral traffic in 6 months via high-authority backlink acquisition
- Reduced bounce rate by 30-50% through website optimization and content refinement
- Increased conversion rates by 60% in 6 months, addressing blockers with testing and analytics
- Defined product needs, value, advantages, positioning, and KPIs
- Streamlined data-driven decisions in Google Data Studio, visualizing KPIs from various sources



OLEH MOISEIENKO

Product & Data

EDUCATION

JUN 2005

Business Informatics

1-yr course, certificate of completion  
KBS Nordhorn (Germany)

JAN 2002

International Business

(2.5 years completed)  
Zaporizhia National Technical University

LANGUAGES

English	advanced
German	intermediate
Russian	native
Ukrainian	native

PROJECTS

2016-2017

Founder

1+1Poker

Social web-based app that brings friends together in an exciting mixture of video conferencing & traditional online gameplay.

VOLUNTEERING

2004-2006

Associate Fitness Coach

HSG Nordhorn

Enhanced endurance and speed metrics for a regional team of 12-13-year-old handball players by 20% within three months. This was achieved through the implementation of a specialized pre-training program.

WOULD YOU LIKE TO  
LEARN MORE?

EXPERIENCE (CONT.)

Solutions Consultant

EvoITech

May 2015 - Nov 2016

Ukraine / Onsite

System Integrator

- Oversaw nine projects totaling \$1MM+ in value within a year
- Enhanced business KPIs through audits, pinpointing optimization and automation opportunities
- Conducted change impact analysis, resolved conflicts through modeling assumptions, and assessed project feasibility

Chief Business Development Officer

AMgrade

Jan 2013 - May 2015

Germany | Ukraine / Onsite

Web, Mobile, & Industrial Software Developer

- Managed €1.5MM/year in project P&L
- Negotiated a €60K MVP on challenging terms, leading to a €200K post-MVP support deal
- Grew company revenue by 30% in 1 year, establishing and overseeing a German branch office; cultivated relationships as a solutions consultant
- Enhanced sales team responsiveness by 20% through CRM, PM, & HR tools and process automation
- Expanded company services with 4 new offerings, aligning with the go-to-market strategy

Project Manager

iHIPO

Oct 2009 - Dec 2012

Singapore / Remote

Web Development

- Spearheaded the launch of deal.com.sg (acquired by iBuy for \$34MM)
- Directed the development of 2 mobile games for Ovi Store by Nokia (\$60)
- Managed and developed 30+ projects on Drupal & WordPress CMS platforms

Business Development Manager

Conkurent

Jan 2009 - Sep 2009

Ukraine / Onsite

Web Forms Builder Product

- Guided a team of 4 in testing online job platforms as a sales channel, facilitating the company's transition to the next mainstream
- Spearheaded outbound sales and solution consulting efforts for prospects in the Americas, pioneering new avenues for growth

Chief Operating Officer

Yonca LTD

Jan 2007 - Dec 2008

Turkey | Ukraine / Onsite

Prefabricated Buildings Production & Construction

- Doubled profit per prefab unit and increased unit delivery speed by 30% in 1 year through transitioning to local production
- Managed end-to-end construction of 10,000 sq. meters (107,639 sq. ft.), overseeing planning, production, inventory, supply, finances, and human resources
- Supervised import/export and ensured compliance for approximately 50 x 40 sq. ft. containers

Sales Manager

Yonca LTD

May 2006 - Jan 2007

Turkey | Ukraine / Onsite

Construction Of Imported Prefabricated Buildings

- Initiated company relaunch by orchestrating a pivot towards the construction sector and securing an inaugural \$300K construction contract through strategic negotiations