Remote
English B2 · Russian native
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Violetta Kushkoeva

Product Manager

Product Manager with 8 years in customer-facing roles and 3 years in product. I turn customer problems into business results: onboarding, retention, revenue leakage and internal tools. Hands-on with AI prototyping and automation. Looking for SportsTech, AI and productivity, TravelTech, EdTech and CareerTech, Future of Work and community, Wellness and consumer subscriptions.

85% → 91%
onboarding completion

≈$25K/yr
revenue leakage prevented

≈30%
faster customer lookups (estimate)

≈$130K/yr
revenue of my own community business

EXPERIENCE

Careerum · Customer Success → Product Manager
Aug 2024 – present · Remote

Subscription club and platform for career development.

- Rewrote the onboarding bot copy and step logic (one message = one action): completion grew from **85% to 91%**; stalled customers became visible to curators.
- Built an internal customer data platform in Lovable (dashboard, customer card, coach report) and connected Amplitude and internal systems via API. Used by up to 10 colleagues; lookups **≈30% faster** (my estimate).
- Traced payment discrepancies between GetCourse and internal reports to auto-renewal date bugs and handed the fixes to the team: helped prevent **≈$25K (₽2M) a year** in revenue leakage.
- Found through customer conversations that the subscription was sold as a course; reviewed two years of retention data with my manager, proposed splitting Program and Subscription, built the pricing logic and trained the sales team.
- Launched a Health Check bot check-in in one program: about half responded, 20% were falling behind; coaches and support used the answers to follow up.
- Proposed the Diagnostic and Navigator concepts and built clickable prototypes in Claude (in development).

Runners' community, Thailand · Product Manager · own project
2023 – present

A Telegram community of 5,000 runners who order sports gear with delivery.

- Launched from scratch without investment: **437 active buyers** and **≈800 orders** in 12 months, **51%** of them returning; **≈$130K (₽10.3M)** revenue a year.
- When social media blocks in Russia made new customers harder to reach, found the bottlenecks in the numbers and revenue and built a new growth strategy (in progress): bot flows, AI search for bloggers and running clubs (about 20 bloggers in the pipeline), reels editing with Claude, launch on VK.

CrocoClick · Product Manager, part-time
Apr 2026 – present · France

One platform for entrepreneurs, online schools and small businesses that replaces dozens of separate tools.

- Research, customer interviews and surveys in a new market and product context.

Bonnie & Slide · Customer Relations Manager
Nov 2023 – Aug 2024

A presentation academy and design studio.

- Consultative selling: **45%** cold-lead conversion against a 20–25% team benchmark.

REG.RU · Intellectual Property Specialist
Mar 2022 – Nov 2023

Russia's largest domain registrar and a hosting provider.

- Advised customers on copyright, domain and IP disputes.

Educate Online · Account Manager
Feb – Oct 2022

A service for remote learning at international schools and studying abroad.

- Managed multi-step client journeys and met quarterly targets.

Netology · Sales Team Lead
Oct 2018 – Jun 2021

A large online platform for professional and higher education in digital fields.

- Led a six-person team while selling against a ₽5M monthly plan and coaching new hires: team conversion **32% → 43%**.

SKILLS

Product discovery · Customer interviews · Onboarding and activation · Retention and churn analysis · Offer and pricing design · Internal tools / CDP · Prototyping with Claude and Lovable · Automation: Make, Salebot, webhooks, Telegram bots · Data: Metabase, Amplitude (API), GetCourse

LEARNING

GoPractice — Product Growth Management Simulator (in progress, 2026)

2WIN International Academy of Business Coaching — Coaching Fundamentals (2021, 20 h)

EdMarket (Netology) — Online Course Producer

LANGUAGES

Russian — native · English — B2