

CONTACTS

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My [CV website](#)
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ARSENIIA KHORIUSHINA

PRODUCT MANAGER

Intercultural, sociable, quadrilingual, dynamic, autonomous, expert in multimedia, team player. Passionate by new technologies, innovation and the digital world, I'm currently looking for future opportunities as a digital product manager!

HARD SKILLS

Agile, Scrum, Kanban, Kibana, management of relational databases (certification), MySQL, HTML5, CSS3 (certification), web service (front-back), writing technical requirements and specs, customer development, user research, UX/UI, backlog, roadmap, user stories, A/B testing

Softwares: Jira, Trello, Google Analytics (certification), Google Ads, Figma, Photoshop, Illustrator, Adobe Premiere Pro, Final Cut Pro, CMS WordPress, HubSpot, Eloqua CRM, OS X, Microsoft Office

CERTIFICATIONS / BOOKS

Product Academy THIGA

Agile Product Management | 2023 (Book)

Cole Mercer et Evan Kimbrell

Become a Product Manager | 2023 (Udemy)

Higher School of Economics (HSE University)

Digital Marketing | 2020 (online)

Wharton Business School

Business Analytics | 2019 (online)

LANGUAGES

- **English and French:** C1, fluent (Canada)
- **Russian and Ukrainian:** Native

EDUCATION

University Paris VIII

Master 2 Digital Humanities Course Digital Creation and Editing | 2020-2022

International School of Audio-visual Creation & Filmmaking (EICAR)

Sound Design | 2017-2018

SOFT SKILLS

Communication, negotiation, critical and analytical thinking, detail orientation, problem solving, eagerness to learn

HOBBIES

- Dancing (jazz-funk, vogue)
- Filmmaking (School of filmmaking & photography)
- Psychology
- Traveling: 40 countries (and keep going)

PROFESSIONAL EXPERIENCE

Product Owner / Training Program

SAMSUNG ELECTRONICS FRANCE

2021-2022

- Collaboration with commercial, marketing and product teams to develop the training program
- Coordination of external agencies and follow up of the B2B Mobility training project progress
- Organization of educational processes, webinars and workshops concerning new mobile products and solutions of Samsung for our partners
- Training program management: customer feedback collection, enhancements identification and development prioritization
- Guiding the showroom visits for Samsung partners and clients
- Increase of unique visits by 15% over 1 year
- NPS improvement from 7,9 to 8,7 ★

Digital Project Manager

LA LIGUE DES JEUNES TALENTS

2021

- Benchmarking
- Elaboration of a digital strategy
- Conception of the functional design of the future website
- Designing layouts, wireframes and prototypes
- Setting up and testing new digital tools
- Management of volunteers team and assistance in events organization for the clients (companies and young graduates)
- Social networks and website analytics: community growth, acquisition of new users and improvement of the engagement rate by 20% over 9 months

Business Analyst / Product Owner

ALLO PIZZA

2016-2017

- SWOT analysis: the market, the goals and the needs of the company
- Conception and management of the project backlog
- Facilitating communication between stakeholders, Agile team members and developers
- Targeting new features
- Functional specifications editing and UX designing
- User research
- New features testing
- Animation of Agile rituals
- Analysis of KPI and continuous improvement management
- Increasing of ROI by 20%, conversions by 15% and visit rate by 25% compared to the previous website