

CONTACTS

Paris 75016
France
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My [email](#)
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HARD SKILLS

Professional Skills

Product Management :

- Facilitation of product discovery workshops (Discovery, Story Mapping, Design Thinking)
- Customer Development & User Research
- User feedback collection and analysis
- Product Roadmap Management
- Product Backlog Prioritization and Management
- User Story Writing (BDD – Gherkin)
- Functional Requirements & Specifications
- Wireframing and Prototyping
- Definition of Acceptance Criteria
- A/B Testing and Experimentation
- Product KPI Monitoring and Performance Analysis
- Cross-functional Team Coordination (Business, Development, QA, UX/UI)

Delivery & Quality :

- Functional Testing and User Acceptance Testing (UAT)
- Test Case Design and Execution
- Defect Analysis and Corrective Action Management
- Development and Release Monitoring
- Sprint Review and Product Demo Facilitation

Project Management :

- Agile Project Management (Scrum, Kanban)
- Project Planning
- Resource Coordination
- KPI Dashboard Development
- Management Reporting

Agile Delivery :

- Facilitation of Agile Ceremonies (Sprint Planning, Daily Scrum, Sprint Review, Retrospectives)
- Project Planning and Tracking
- Stakeholder Management
- Steering Committee Facilitation (Project Committees)
- Process Design and Continuous Improvement
- KPI Tracking and Executive Reporting

Artificial Intelligence :

- AI Use Case Identification
- AI Agent Development
- Process Automation
- AI-assisted Product Analysis and Documentation

ARSENIIA KHORIUSHINA

PRODUCT MANAGER

With 7 years of experience in digital product management, I am passionate about technology and innovation. Having worked across entertainment, retail and technology sectors, I thrive in cross-functional environments and enjoy tackling new challenges. Curious, proactive and creative, I focus on building digital products that drive efficiency, user adoption and measurable business impact

PROFESSIONAL EXPERIENCE

Product Owner

5 DEGRÉS

2023-NOW

Carrefour :

- Managed Codev, EasyPack, IPMS and Packdiff digital products:
 - Codev – Food Packaging Management Platform
 - EasyPack – Non-Food Packaging Management Platform
 - Packdiff – Product Comparison Platform for Food Products
 - IPMS – Master Data Management System for Food Products
- Prioritized the product backlog and delivered high-value features, reducing delivery time by 20%
- Led the Packdiff integration into a new PLM platform, ensuring seamless migration and alignment with business processes
- Facilitated Agile ceremonies (Daily Stand-ups, Sprint Reviews and Backlog Refinement) to improve team collaboration and ensure timely sprint delivery
- Trained and onboarded internal users, achieving a 95% adoption rate within the first months

Pathé Films :

- Delivered 5 digital products from discovery to release, coordinating four external agencies and cross-functional teams
- Conducted benchmarking and prepared agency briefs for the Pathé Palace website
- Managed four external agencies to deliver new websites and major platform redesigns
- Collected and translated business requirements into functional specifications and user stories
- Facilitated Design Thinking workshops to shape product vision and user experience
- Negotiated project budgets
- Prioritized and managed product backlogs
- Led the development of two new corporate websites and the redesign of pathefilms.com and pathelive.com
- Managed website enhancements and new page releases for pathe.com
- Led User Acceptance Testing (UAT) for Pathé Live, Pathé Films, pathe.com and the international sales application, ensuring product quality before release
- Managed product enhancements and feature releases across multiple digital platforms
- Ensured legal compliance and cybersecurity requirements
- Delivered training sessions for internal teams

Product Owner / Training Program

SAMSUNG ELECTRONICS FRANCE

2021-2022

- Collaborated with Sales, Marketing and Product teams to design and launch Samsung's B2B Mobility Training Program

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Technical Skills

- Methodologies: Agile (Scrum, Kanban)
- Databases: MySQL, Relational Database Management (Certified)
- Tools: Jira, Asana, Trello, Confluence, Kibana, Miro, Figma, Amplitude, Hotjar, HubSpot, Google Analytics, Canva, Eloqua CRM, Microsoft Office
- Languages: HTML5 & CSS3 (Certified)
- CMS: WordPress, Symphony

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, Stakeholder Management, Negotiation, Critical Thinking, Analytical Thinking, Problem Solving, Results Orientation, Adaptability, Teamwork

HOBBIES

- Dancing (jazz-funk, vogue)
- Tennis
- Filmmaking (School of filmmaking & photography)
- Museums and exhibitions
- Traveling: 57 countries and counting

ARSENIIA KHORIUSHINA

PRODUCT MANAGER

PROFESSIONAL EXPERIENCE

- Coordinated external agencies and monitored project delivery
- Designed and delivered digital training programs, workshops and product enablement materials for Samsung partners, covering Samsung mobile products, services and solutions
- Continuously improved the training program through user feedback analysis and backlog prioritization
- Presented the Samsung B2B showroom to customers and business partners
- Increased unique website visits by 15%
- Improved Net Promoter Score (NPS) from 7.9 to 8.7 ★

Digital Project Manager

LA LIGUE DES JEUNES TALENTS

2021

- Conducted benchmarking of similar associations and best practices
- Defined and executed the organization's digital strategy to increase visibility and user engagement
- Designed the website UX, information architecture and interactive prototypes
- Implemented and tested new digital solutions
- Coordinated volunteer teams and supported the organization of networking events for corporate clients and young graduates
- Improved community engagement by 20% in nine months through data-driven optimization of digital channels

Business Analyst / Product Owner

ALLO PIZZA

2016-2017

- Conducted market and competitor analysis to identify customer needs and product opportunities
- Owned the product backlog, prioritizing features based on business value and user needs
- Acted as the bridge between business stakeholders and development teams throughout product delivery
- Defined and prioritized new product features
- Designed user journeys and functional solutions to improve customer experience
- Performed functional testing and feature validation
- Facilitated Agile ceremonies and team collaboration
- Monitored KPIs and drove continuous product improvements
- Increased ROI by 20%, conversion rate by 15% and website traffic by 25% compared to the previous platform

Digital Marketing Assistant / Proxy Product Owner

AI-PETRI

2016

- Developed and executed the digital marketing strategy
- Launched and optimized digital advertising campaigns
- Wrote functional specifications and designed UX solutions
- Analyzed marketing and product performance metrics
- Managed social media channels
- Monitored KPIs and campaign performance to optimize acquisition
- Prepared management reports