

CONTACTS

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ARSENIIA KHORIUSHINA PRODUCT MANAGER

Passionate about technology and innovation, with experience in diverse environments and multifunctional roles. Active, curious and creative, I am always ready for new challenges. Manage multiple digital products across entertainment, retail and tech sectors, focusing on solutions that drive efficiency, adoption and measurable business impact

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 prioritization, product roadmap design, defining user stories, A/B testing

Softwares: Jira, Trello, Confluence, 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)
- Tennis
- Filmmaking (School of filmmaking & photography)
- Traveling: 56 countries (and keep going)

PROFESSIONAL EXPERIENCE

Product Owner

5 DEGRÉS

2023-NOW

Carrefour:

- Management of Codev, EazyPack, Packdiff and IPMS applications, monitoring feature development and backlog prioritization, reducing delivery times by 20%
- Leading the Packdiff integration into the PLM system, ensuring seamless transition and alignment with business processes
- Facilitation of daily stand-ups, coordination of cross-functional teams, training and supporting internal users, achieving 95% adoption

Pathé Films:

- Management of 5 digital projects, delivered on time and within budget, coordination of 4 agencies for the creation and redesign of websites (+2 new sites launched in 12 months)
- Facilitation of design thinking workshops and product scoping
- Implementation of new features and updates on Pathé.com and the international sales application
- Oversight of testing, legal compliance and cybersecurity
- Training of internal teams, ensuring 100% adoption

Product Owner / Training Program

SAMSUNG ELECTRONICS FRANCE

2021-2022

- Collaboration with the commercial, marketing and product teams to develop the partner training program
- Coordination of agencies and tracking the progress of the B2B Mobility training project
- Organization of training sessions, workshops and creation of digital assets for new products, offers and solutions
- Management of the training program: collecting customer feedback, identifying areas for improvement and prioritizing enhancements
- Leading showroom tours for Samsung clients
- Increased unique visits by 15% over one year
- NPS improvement from 7.9 to 8.7 ★

Digital Project Manager

LA LIGUE DES JEUNES TALENTS

2021

- Benchmarking and 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
- Team management and events organization for the clients
- Social networks and website analytics: community growth, acquisition of new users and improvement of the engagement rate by 20% over 9 months