



Dobkina Daria

Woman, 27 years old

+7 (925) 8288981

ddobkina@yandex.ru

Lives in: Moscow, Manama

Product manager

Specializations: — Product Manager — Project Manager

Employment: full-time

Work schedule: full day

Work experience - 6 years 9 months

November 2020 —
April 2023

ООО "Чистый Город" (garbage removal service) – Moscow

Москва, www.chgd.ru

Commercial Director

1. Development of the company's strategy and development plan
2. Conducting market analysis in order to identify potential customers/competitors
3. Introduction of financial and management accounting
4. Development of measures to expand the sales market and increase sales
5. Creating a customer base (negotiating, concluding contracts, regulating partnerships, resolving conflict situations)
6. Communication with contractors on the proper provision of services
7. Work with accounts receivable/accounts payable (clients, contractors)
8. Monitoring compliance with contractual obligations
9. Preparation of documents at the request of audit and tax audits
10. Making managerial decisions within the scope of authority
11. Control of claims, judicial work on the recovery of receivables, including legal support of enforcement proceedings
12. Responsibility for the financial performance of the company
13. Execution of orders of the General

АО "Арктика" (garbage removal company) – Moscow

Москва, www.arktika.ru

May 2019 —
November 2020

Project Manager

1. Building business processes in a subsidiary
2. Management of the commercial block, formation and management of the team (recruitment, training of personnel, setting tasks, control of execution - including participation in the establishment of internal cross-communication)

3. Control over the activities of sales managers, their discipline, work efficiency
4. Organization of daily work of managers and planning of measures to improve work efficiency
5. Ensuring the correct document flow of concluded contracts within the company
6. Control of reduction of accounts receivable
7. Participation in the preparation of forecasts, long-term and current plans, conducting research on the study of demand, supply and development prospects.
8. Control over the maintenance of the database and the execution of concluded contracts
9. Implementation of IT solutions to reduce labor costs
10. Evaluation of key performance indicators
11. Analysis of the political situation, market conditions and other factors affecting

July 2018 — May
2019

Группа компаний ПИК

Россия, pik-group.com

Project Manager

1. Creation of a sales department (50 people)
2. Development of training programs for new employees
3. Creation of standards and regulations of the sales department
4. Formation of a team motivation system, evaluation of the work of employees
5. Implementation of the Bitrix24 program in the sales department
6. Development and promotion of products: Establishment and control of product and business metrics, formation and testing of hypotheses, conducting A/V tests, formation of a sales funnel and the process of increasing conversion
7. Prioritization of tasks, backlog management, allocation of MVP
8. Development of additional services in the Regions
9. Conducting workshops and brainstorms to develop effective solutions
10. Planning and organization of events aimed at increasing sales, preparation and implementation of PR activities
11. Development of a loyalty program
12. Preparation of presentations and reports for the CEO
13. KPI execution

Progress:

1. Ensured the successful implementation of key performance indicators
2. Increased the share of sales from 20% to 55%
3. Over-fulfillment of the annual plan by 20%
4. NPS growth from 30% to 64%
5. A system of training and motivation of employees has been developed and implemented

October 2017 —
June 2018

Project Manager

1. Generating ideas and launching new projects
2. Analysis of possible risks of the project
3. Product development at all stages: strategy development and implementation, roadmap construction, identification of growth points in the product, control and management of KPIs
4. Creating a single platform for ordering services-marketPlace

5. Development of advertising companies and PR campaigns
6. Determination of the competitive advantages of the product and improvement through the introduction of UX/UI components
7. Introduction of additional services in the houses of PIK Group
8. Bringing services to the foreign market
9. Ensuring the achievement of project goals within resources and deadlines.
10. Transferring projects from Change to Run
11. KPI execution

Progress:

1. Creating a platform for ordering services <https://market.pik-comfort.ru>
2. Launch of 10 projects
3. Increase in department revenue by 45%

September 2016 —
October 2017

ПИК-Комфорт

Россия, www.pik-comfort.ru

Project Manager

1. Communication with existing Partners
2. Market analysis for the introduction of additional services for residents
3. Search and contracting of Partners
4. Implementation and scaling of additional services in homes managed by PIK-Comfort
5. Project management using Agile, Kanban, Waterfall techniques
6. Setting tasks in Trello
7. Control of the department's tasks
8. Communication with related departments (lawyers, accounting)
9. Development of advertising campaigns
10. Management reporting analysis

Progress:

1. Launch of 5 projects
2. Scaling of projects for all houses of the PIK Group
3. Increase in department revenue by 15%

Образование

higher education

2016

Plekhanov Russian University of Economics, Moscow
Business , Real Estate Management

Повышение квалификации, курсы

2021

SMM League LLC
SMM League, SMM manager

2019

School of Managers
GC PIK, Management

Ключевые навыки

Знание языков

Russian — Native
English — B1 — Medium
French — B1 — Medium

Driving experience

Category B

Additional information

Обо мне

Managerial and analytical abilities, attentiveness, responsibility, sociability, organization, punctuality, purposefulness, benevolence, tact, diligence, stress tolerance, multitasking, learning ability. Ability to work independently and in a team.
Experienced user: Trello, Kaiten, Diadoc, Bitrix24, Client Bank, MS Office (Word, Excel, Power Point, Outlook), Tessa, ESUD, ERP systems based on 1C.
I have a diploma of SMM specialist.