



Anton Konokhov

Date of birth: January 30, 1993

Phone: +79817425938 (Not in Russia, write on the number in Telegram or Whatsapp)

E-mail: anton@konohov.ru

Place of residence: Tashkent

Work experience

12.2022 - present

MIPT - <https://mipt.ru/>

Supervisor

07.2021 - 12.2022

Alfa Bank - <https://alfabank.ru/>

Lead product manager

- Optimized contact center processes for individuals and businesses, which reduced customer service time by 17%
- Developed and implemented "Login by photo" in the client session in the bank branches, which reduced customer service time by 9%
- Developed and implemented their own queuing system for bank branches, which increased the speed of customer service by 7%

05.2020 - 07.2021

X5 - <https://www.x5.ru/Documents/ExpressScan/index.html>

Product owner

- Launched the process of testing hypotheses to attract and activate old and new users to the mobile app based on interviews with them, successful hypotheses brought an additional 4% retention rate and a 10% reduction in churn rate
- Researched and optimized client scenarios and paths, which brought the app an additional 8% retention rate and a 20% reduction in churn rate
- Made onboarding in the app before purchases began, resulting in an additional 13% increase in DAU
- Conducted an analysis of direct and indirect competitors, identified weaknesses in the product and took them to work, which brought the company an additional 8% increase in retention rate and an 11% reduction in churn rate
- Implemented predictive chat, resulting in a 4% increase in retention rate and a 7% decrease in churn rate

01.2018 - 05.2020

Skyeng - <https://skyeng.ru/>

Product manager

- Tested hypotheses for the growth of conversion to employment on new users and those who are already in employment, successful hypotheses have brought an additional 8% increase in conversion from a lead to a person employed
- Created CJM and optimized steps to get into work as soon as possible, which brought an additional 6% increase in conversions from lead to employed
- Developed with the team of creatives and templates for placement on job sites and social networks, ran advertising campaigns, which brought an additional increase in conversion by 4% from the lead to the employed
- Conducted an analysis of direct and indirect competitors, identified weaknesses in the product and took them to work, which brought the company an 11% reduction in churn rate
- Calculated and optimized p&l and ue, resulting in a 13% cost reduction