

# Dima Halytskyi

## Product Manager

Miami, FL 33181

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## PRODUCT MANAGER

5+ years of proven success in product management, launching and growing products.

Experience developing projects with a team of 30+ people and over 15000 MAU. Focused on results and business growth. Can communicate in the same language with business, technical and non-technical specialists.

Willing to relocate: Anywhere

Authorized to work in the US for any employer

## Work Experience

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### Product Manager • Full-time

ABC mobile - Estonia

May 2022 to Present

- Restructured project workflows using Scrum methodology, resulting in a 40% decrease in product delivery delays, allowing for faster time-to-market and increased customer satisfaction
- Orchestrated the successful integration of leading DSPs ads SSPs (META Ads, Tik Tok Ads, Google Ads), enabling clients to independently launch targeted advertising campaigns and elevating NorthStar metrics by an impressive 40%
- Development department grew 3 times and started producing more products and features
- Identified inefficiencies in frontend development and design workflows, leading the initiative to create a scalable component base; achieved a significant reduction of 35% in labor costs for the team
- Collaborated closely with the CEO and stakeholders to deliver impactful presentations that showcased product milestones, market insights, and growth opportunities, fostering confidence and support for strategic initiatives
- Led the technical documentation, capturing requirements, specifications, and user manuals, resulting in a 40% reduction in onboarding time for new team members

### Product Manager • Full-time

Nda - Dubai

January 2021 to January 2022

- Launched a product from scratch that generated 120% of expected profits in six months
- Collaborated with leadership to present key indicators of product growth and adoption, leading to the close 65% deals
- Implemented tools for tracking product performance, which contributing to creating new features and 49% increase in customer satisfaction rates
- Led regular investor briefings, delivering comprehensive reports on market trends, financial projections, and competitive analysis

## **Product Manager • Part-time**

Garant Estate - Dubai

October 2020 to December 2021

- Developed and launched a groundbreaking product that seamlessly integrated into the main marketing funnel, resulting in a remarkable 20% increase in purchase conversion rate
- Streamlined team collaboration and coordination, leading to the successful launch of a real estate website within 4 months
- Co-ordinated the end-to-end recruitment process and selection of top talent for an 8-member cross-functional team, including engineering, design, QA, and legal
- Generated insights on customer behavior from data tables with 100K rows

## **Project Manager • Full-time**

Київ, Київ

November 2018 to April 2021

- Revamped website flows and navigation menus, reducing the frequency of misdirected customer service queries by 30% and increasing traffic to previously neglected pages
- Led interview campaign with existing customers (60+ person survey, 25+ face-to-face discussions) to formulate requirements of new features

## Education

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### **Bachelor's Degree in Business Management**

National University Of Kyiv Mohyla Academy

January 2017 to August 2021

## Skills

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- Product Analyst
- Entities Analysis
- Lean Canvas
- Product Delivery
- Ideas Validation
- UX Design
- Release Scope
- Zoom
- MVP
- Sprint Demo
- Jira
- Business Analysis
- Use Cases  
Development & Delivery: Agile
- User Experience
- OKR
- A/B testing

- Test Case
- Product Roadmap
- YouTrack
- Product Management
- Stakeholder Matrix
- Requirement Management
- Product Backlog
- Scrum
- Product Development
- User Flow
- User Research
- Trello
- Confluence
- Impact / Effort Matrix
- Retrospective Meeting  
Growth & Experiments: Brain Storming
- Figma
- Tableau  
Value & Solution Design: User Stories
- SMART Goals
- Standup Meeting
- HEART metrics
- Design Development
- Planning Process
- Revenue Growth
- Customer Profile
- Atlassian
- Risk Management
- Requirements Gathering
- Business Requirements
- User Interface (UI)

## Links

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<https://www.linkedin.com/in/dmytro-halytskyi/>

## Certifications and Licenses

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### **OKR business administration**

June 2020 to August 2021