

Alex Shenderenko

Fort Lauderdale, FL 33316

shenderenko@gmail.com

+1 786 919 9913

Professional Summary

I'm looking for a company that I can be useful in growing as an IT product owner, Chief Operation Officer.

Expert in creating and realization strategy for a company that wants to create or grow their IT solution.

Have more then 8 years of experience in IT and more than 5 launched solutions in different markets.

Love new challenging.

Can easy boost your business to the next level.

Authorized to work in the US for any employer

Work Experience

Co-Founder and CEO

UDrive App-Miami, FL

November 2022 to Present

- Creating IT solution for truck drivers
- Hiring IT staff (developers, QA)
- Managing IT development of the solution from scratch
- Creating a marketing strategy for a product launch

We created an app for truck drivers as a solution for searching mobile mechanics on the road.

Founder

Mega Rate-Miami, FL

February 2022 to September 2023

Products IT company, CRM system for car hauler, dispatch automation.

Result:

- Developed a new project from scratch, together with my partner
- Found the base of the clients
- involve first clients in the project

CEO

Fleetbox-Kyiv

April 2019 to March 2022

We were an Uber partner in Ukraine and in Baku and we created a solution for a taxi driver that helped them to get their balance with minimum commission. Also, we helped taxi fleets manage their operation works, and get analytics (basically we created a fleet management system for them)

Sales and Marketing Director

Hotels24-Вінниця, Вінницька область

February 2016 to March 2019

Results:

- Automate the work of operators through the development of a CRM system.
- For 2 years, the yield has been increased by 55% of the B2C Division, due to the quality of the department's index, conversion to income.
- During the first year, the B2B department showed an increase of 75% in revenue. Over the past 2 months, the department shows a 100% increase in revenue compared to last year.

Education

Master's degree in Electrical Engineering Technology

VNTU - Вінниця, Вінницька область

September 2009 to November 2014

Skills

- Management: One of the strongest skills. I manage people for 10 years. (10+ years)
- Staff motivation: I am used to working only with motivated employees, which is directly influenced by the manager. During my work, in different companies, I learned how to create the right systems of motivation, build trust in the team, to provide personal motivation by working with personal motivational portraits of everyone.
- Systemization of business processes: by working on different projects, in different companies and departments, I learned to automate any manual work. In addition, I have created more than 5 different systems for putting an employee in new position and bringing them to the KPI planned level.
- Training: I created and conducted trainings for staff of different levels. In reserve there are author's trainings on sales and leadership for managers. Sale real great results. Now more on my
- Communication skills
- Management
- Marketing
- Team management
- Branding
- Facebook Advertising
- Web design
- Analysis skills
- Graphic design
- Analytics
- Customer service
- Project management
- Microsoft Office
- Social media management
- Canva
- B2B

- SaaS
- Sales
- Relationship management
- Supervising experience
- Social media marketing
- PPC Campaign Management
- Technology sales
- Google Analytics
- Budgeting
- Product management
- Editing
- Dispatching
- Social listening
- MailChimp
- HTML5
- WordPress
- DocuSign
- Marketing automation
- Office management
- CRM software
- Google AdWords
- Manufacturing
- CSS
- AI
- Power BI
- Product marketing
- Affiliate marketing
- Customer segmentation
- Hotel experience
- Software development (5 years)
- User Experience (UX)

Certifications and Licenses

Driver's License

2023 to 2025

Google Analytics Certification

Google AdWords Certification

Meta Certified Digital Marketing Associate Exam Courses

March 2024 to Present