



Mirchev Edward

Male, 31 year, born on 10 March 1991

+971 (58) 5864968

avalon.indigo@gmail.com — preferred means of communication

Skype: eduard.mirchev

Another site: <https://eddie-mirchev.ru/>

Reside in: UAE

Citizenship: Russia, work permit at: Russia, UAE

Not ready to relocate, ready for business trips

Desired position and salary

Chief Product Owner / Business Development Officer

Specializations:

- Product manager
- Project manager

Employment: project work, part time, full time

Work schedule: remote working, flexible schedule, full day

Desired travel time to work: any

Work experience — 14 years 6 months

July 2021 — till
now
11 months

Krew Guru | Performance Hiring System of Maritime Personnel

Saint Petersburg, krew.guru

IT, System Integration, Internet

- Internet Company (Search Engines, Payment Systems, Social Networks, Information and Educational, Entertainment Resources, Website Promotion etc.)
- Software Development
- System Integration, Technological and Business Processes Automation, IT Consulting

B2B Product Owner

- Formed a Sales Team
- Made several modifications to the service that led to product/market fit. Managed a pivot
- Done more than 30 of custdev interviews with crewing officers around the world
- Managed lead generation process

May 2019 — till
now
3 years 1 month

Private practice of managing entertainment projects

Saint Petersburg, eddie-mirchev.ru

Product Owner

2021: Babyfox AR. Design of a concept of AR mobile multiplayer game for kids:

- Discovered an audience
- Made a concept of the game led by the customer's needs of increasing sales its own products.
- Customer Development

2021: Fantopia, Matching service for fans of pop-culture:

- Basing on the no-code platform Glide built a mobile app <https://fantopia.ru>
- Implemented social interactions instruments (posts, discussions, profiles)
- Attracted more than 150 users from DTF

2021: Tulpa Online, Creation of Human Mind Digital Copy <https://tulpa.online>:

- Designed Memory Storage System

- Developed 3-days system of personal data gathering
- Did more than 20 of custdev interviews
- Designed UI for the project's app

2021: CryptoVeche:

- Managed whole custdev interviews across all universities in Russia
- Developed UX/UI/CX recommendations for the project
- Taught a new Product Manager
- Implemented Production Process

2020: Fly&Meet, app that notify when your work partners are going for a business trip:

- Custdev
- Designed the app

2020: Your Hobby Diary:

- Designed the app
- Made all tech docs and managed all development process
- Attracted first 500 users

2020: Digital Autographs. App for collecting digital autographs by famous people:

- Designed the app
- Discovered a market

2020: Argentera Medicals, Medicals Production

- Found a production site, organized of deployment of equipment
- Formed a team
- Designed market positioning, brand, marketing strategy and tactics

2019: Real, Dating app:

- Together with Embria's products designed the app
- Developed the matching system

December 2019
— March 2021
1 year 4 months

Fanself | Saas to run a pop-culture online/offline event

Novosibirsk, about.fanself.app

IT, System Integration, Internet

- Internet Company (Search Engines, Payment Systems, Social Networks, Information and Educational, Entertainment Resources, Website Promotion etc.)
- Software Development
- System Integration, Technological and Business Processes Automation, IT Consulting

Product Owner

- Based on the US market research fully designed the product and its positioning
- Designed and implemented more than 10 systems of social communication between attendees of online events
- Attracted more than 20 organizers of pop-culture events from USA
- Formed a team of 15 members (programmers, content developers, marketers, managers)
- Designed and managed development of three mobile apps for the project

May 2018 —
December 2019
1 year 8 months

Geekery | Platform of funtech communication between Brands and their Fans

Novosibirsk, geekery.app

IT, System Integration, Internet

- Internet Company (Search Engines, Payment Systems, Social Networks, Information and Educational, Entertainment Resources, Website Promotion etc.)
- Software Development

Product Owner

- Developed the Badge Entertainment System
- Designed several "multiplayer" entertaining activities that attracted more than 100 players online
- Did dozen of custdev interview that gave a lot of vital insights for the project
- Attracted several seyu from Japan for the project promotion
- Designed whole Marketing strategy
- Designed several brand new system of social communications between fans
- Ran several advertising campaigns with bloggers and influencers
- Hired artists, content managers, organized their work
- Invented the System of Automatic Creation of funtech branded content.

September 2015
— May 2018
2 years 9 months

THEFANDOME Project | Social Network for Geeks and Fans of Pop-culture

Novosibirsk, thefandome.com

IT, System Integration, Internet

- Internet Company (Search Engines, Payment Systems, Social Networks, Information and Educational, Entertainment Resources, Website Promotion etc.)
- Software Development

Product Marketing Manager

- Developed 6 mini-games for the social network, released and promoted
- Implemented some kind of gamificated economy (sales of coins used to unfold of hidden functions of social network), maintained its balance
- Teamed up 13-17 members: software developers, marketers, managers, writers, artists, sales)
- Built a Production process (custdev, hypotheses validation, prioritization)
- Interviewed more then 50 foreign customers and users
- Prepared and ran several advertising campaigns in the US, Europe and Japan through media networks
- Did several ads integrations with popular Youtube bloggers
- Rised up the projects audience to 80k MAU by viral and organic growth from the US and Latin America, mainly via Pinterest and Facebook

October 2012 —
May 2018
5 years 8 months

IQDEMY | Development of Complex Printing Systems, Inks and Coatings

Novosibirsk, iqdemy.ch

Chief of Marketing and IT Department, Chief of International Sales Department, Commercial Director

Chief of Marketing and IT Department:

- Pushed on the EU market several new products
- Ran more than 10 international exhibitions
- Managed a Re-Branding campaign for the IQDEMY Company
- Built a strong team of marketing specialists, designers, product managers.

Chief of International Sales Department

- Enlarge Sales team to 13 members
- Implemented the Sales Standards: Client's success managing, Performance marketing
- In cooperation with marketers ran several successful advertising campaigns across Europe with a budget of \$100k each.
- Increased incomes by internationals sales from \$10l/mo to \$70k/mo

Commercial Director:

- Improved clients' service by adjusting cooperation between Production, Service and Sales dapartments.
- Standardized the Price Policy that led to increase of income across all divisions.
- Increased monthly income up to \$300k-\$500k/mo
- Developed and implemented the Assessment Policy

- Implemented rules for planning and managing internal projects.
- Opened dealerships in Germany, Switzerland, China, Russia, Kazakhstan, Belarus, France and other countries.
- Ran more than 20 exhibitions

December 2007
— September
2012
4 years 10 months

SUN Innovations

proprinter.org/

Chemical Production, Fertilizers

- Paint and Varnish Products, Raw Materials (Manufacturing)

Industrial Equipment, Machine Tools and Components

- Equipment and Machines for Consumer Industries (Manufacturing)

Chief of IT Department, Marketing Manager

- Maintenance of IT infrastructure of the production company with 200+ employees.
- Managing of a service team of 5 members.
- Exploring market, the company's and competitors' products
- Helping in advertising campaigns running

Education

Bachelor

2013

Siberian Institute of Public Service

Management, IT in Management

Professional development, courses

2022

Swiftbook

Swiftbook, Разработчик iOS

Key skills

Languages

Russian — Native

English — C1 — Advanced

Skills

Start-up project

Project management

Team management

Product Management

Driving experience

Own car

Driver's license category B

Further information

Recommendations

Fanself

Alexey Grigoryev (Co-Founder, CLO)

IQDEMY RUS

Segrey Tyrov (Director)

Argentera Medicals

Elena Valter (Director)

About me

A huge fan of pop culture, and I love to learn about current trends in entertainment industry, entertainment systems, products and brands.

I love video games. And interested in them from a professional point of view. I love to know how they are made, how certain elements of narrative and gameplay work, and to see borrowings and notice the "author's handwriting".

I prefer console gameplay. I've had every xbox and every PS ever made, including handheld consoles. Tried something on the NES and Nintendo Switch.

Fan of games by Arcane, Naughty Dog and Remedy studios.
My RAWG account with game list: <https://rawg.io/@eddiemirchev>

I also like serials, collecting LEGO, discussing fan theories. Yacht sailing.

A great "starting" experience: I am able to work with small teams under great stress and unpredictable results.

In addition to what is on the resume I:

- Conducted an ICO in 2017m for a manufacturing company,
- led a bioprinting project, and studied human tissue regeneration,
- Studying swift programming for iOS, and even wrote my first app,

More about me at <https://eddie-mirchev.ru>