



Oleksandra Reznik

Nationality: Ukrainian **Date of birth:** 15/08/1998 **Gender:** Female

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ABOUT ME

~4 years in IT Project and Product Management. Passionate technology learner, product digger and business cheerleader. I cannot imagine my life without analyzing information, making visual data presentations and brainstorming. Altogether, I love the art of transforming «the chaotic» into «the structured». Since 2020 I was engaged in constructing digital products from scratch, bringing the businesses to the digital world. I continue to do it now and I absolutely love it.

WORK EXPERIENCE

Product Manager

Voypost [08/2023 – Current]

City: Remote

- Led cross-functional stakeholder teams through all stages of product development until public launch (investors, operations, design, development, QA, marketing).
- Conducted market research and competitive analysis to identify opportunities for product differentiation and growth.
- Gathered requirements, prioritized features, and created detailed product roadmaps.
- Managed product backlog, ensuring timely and effective execution of features and improvements.
- Guided Beta Launches and Public Launches for 2 mobile apps on both Apple and Android platforms.
- Monitored product performance, utilizing user and stakeholder feedback.
- Provided data-driven solutions based on analytics to drive continuous improvements.
- Collaborated with marketing teams to synchronize on the product positioning.

Head of Project Management Office

Voypost [08/2022 – 08/2023]

City: Remote

- Developed and implemented standardized processes, methodologies, and best practices across the project management office.
- Managed a team of 4 project managers, providing guidance, mentorship, and performance evaluations.
- Ensured consistent project delivery by monitoring KPIs, timelines, and budgets.

Project Manager

Voypost [08/2021 – 08/2022]

City: Remote

- Managed lifecycles and delivery of ~5 projects, from initial planning and resource allocation to final launch following Waterfall, Scrum and Kanban frameworks.
- Led cross-functional teams up to 20 people to deliver projects on time, within budget and business goals.
- Collaborated with stakeholders to define project scope, objectives, and deliverables, ensuring clear communication and expectations.
- Utilized project management tools to track progress, optimize workflows, and maintain transparency across teams (Monday, Notion, Amplitude, Timecamp, Airtable).
- Covered documentation and report management, presenting ~150 reports.

Project Manager

incomm.space [07/2020 – 06/2021]

City: Uzhhorod | **Country:** Ukraine

- Developed comprehensive brand strategies from scratch, including mission, vision, and core business ideas.
- Led digital transformation initiatives, creating graphic design identities for businesses covering branding and social media marketing.

- Created low-code websites with CMS control to enhance digital presence of business.
- Fulfilled creative writing for business oriented purposes, including press releases and content management on websites.
- Managed overall business operations, ensuring smooth workflow and strategic alignment with company objectives.
- Directed PR and communication efforts, engaging with digital press and securing media coverage.

EDUCATION AND TRAINING

Master's Degree in Germanic Languages and Literatures

Uzhhorod National University [09/2019 – 12/2020]

City: Uzhhorod | Country: Ukraine | Level in EQF: EQF level 7

SKILLS

Tools

- Monday, Trello, Airtable - Project Management;
- Google Analytics, Amplitude - Analytics;
- Notion - Documentation;
- Miro - Data visualization & collaborative brainstorming;
- Figma - Design tool;
- Webflow - Work with CMS;
- Slack - Communication;
- Zoom, Google Meet - Video communication.

Languages

- English (C1)
 - German (B1)
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