

ALENA CAUSOV

PRODUCT MANAGER

CONTACT

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SOFTWARE KNOWLEDGE

Ticketing Systems: Zendesk, JIRA,
Shortcut, Intercom

Project & Product Management:
Asana, Podio, Trello, Productboard

Design: Figma

Process Modeling: Bizagi

Tech: Kibana, Jenkins, NewRelic,
Postman, MySQL

CRM Systems: Zurmo, Zoho,
Salesforce

G-Suite: Google Docs, Google
Sheets, Google Slides

Microsoft Office: Word, Excel,
PowerPoint

TECH STACK

HTML, CSS, JavaScript, Bootstrap,
React, Responsive Development



PROFILE

I am a product manager with knowledge of software development and design. Experienced professional with a strong background in release management, project coordination, and customer success management. Skilled in ensuring quality assurance, optimizing processes, and driving stakeholder satisfaction.

EXPERIENCE

Product Manager |
Würth Cloud Services GmbH
Nov 2020 - Present

- Developed the product vision, strategy, and roadmap based on market research, customer feedback and business goals
- Collaborated with stakeholders, customers and internal teams to gather and prioritize product requirements, ensuring alignment with user needs and business objectives.
- Defined the product scope, features, and milestones. Broke down the product roadmap into actionable plans and prioritize tasks for development.
- Worked closely with development teams, provided clear requirements and guidance, and facilitated agile processes to deliver high-quality software releases on time
- Collaborated with the marketing team to develop product positioning, messaging, and go-to-market strategy. Supported product launch and provided product-related content
- Engaged with customers, gathered feedback, and analyzed user behavior to identify opportunities for product enhancements and addressed customer needs.

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LANGUAGES

German



Russian



English



French



Serbo-Croatian



CERTIFICATES

PSPO I

Scrum.org | December 2019

PSM I

Scrum.org | December 2019

Introduction to Coding

SheCodes | January 2023

Introduction to Web Development

SheCodes | February 2023

Introduction to Web Development

SheCodes | February 2023

Web Development

SheCodes | February 2023

Advanced Web Development

SheCodes | March 2023

Responsive Web Development

SheCodes | April 2023

Advanced Responsive Web Development

SheCodes | April 2023

React Development

SheCodes | June 2023

Release Manager |

Deutsche Fintech Solutions GmbH

August 2020 - November 2020

- Managed release cycles and stakeholder expectations
- Ensured quality through regular monitoring of production and development systems
- Planned and prepared weekly releases, considering requirements and risks
- Created comprehensive release documentation
- Enforced adherence to development team processes
- Conducted bug reporting and monitoring activities

Head of Customer Success

Management/Operations |

Omnea GmbH/Ströer Gruppe

March 2016 - July 2020

- Coordinated and implemented internal and cross-group projects
- Optimized interdepartmental processes to enhance efficiency
- Supervised departments with over 10 employees, ensuring quality standards
- Performed bug reporting and tested new features for product quality assurance
- Developed sales and training materials, conducted regular product training sessions
- Tracked key performance indicators (KPIs) and generated reports
- Communicated with customers and partners, managing relationships
- Administered CRM and ticketing systems
- Contributed to product management, including contract and terms revisions
- Facilitated the integration of Omnea GmbH into Regiohelden GmbH/Ströer Media Deutschland GmbH

Head of Sales Operations |

Omnea GmbH/Ströer Gruppe

March 2015 - March 2016

- Generated and managed leads, ensuring efficient sales processes
- Administered CRM systems (Zurmo, Salesforce)
- Created sales collateral and training materials
- Developed dashboards for KPI tracking and prepared regular reports for the management
- Facilitated onboarding and provided coaching for new employees

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EDUCATION

Master of Arts in Cultures of Central and Eastern Europe |
Humboldt University of Berlin
2011 - 2013

- Graduated with a grade of 1.8

Bachelor of Arts in French and Russian linguistics
Humboldt University of Berlin, 2008 - 2012

- Graduated with a grade of 1.8

Abitur (High School Diploma)
Landau-Gymnasium in Weißwasser,
2002 - 2008

- Graduated with a grade of 1.5

INTERNATIONAL EXPERIENCE

Summer language school in
St. Petersburg
July - August 2011

Semester abroad at Université
Bordeaux Montaigne
September 2010 - January 2011

VOLUNTEER EXPERIENCE

Board member of the integration
association Mix e.V.
Several years of experience in event
organization and management, project
work
2009 - Present

Internship |
Omnea GmbH
September 2014 - February 2015

- Gained insights into various departments, focusing on sales director assistance and project management
- Assisted with office management tasks

Customer Service |
Reline Intermedien und Verlags
GmbH/Rusmedia Group
March 2012 - August 2014

- Provided inbound customer support via phone
- Handled incoming mail, including order coupons and termination letters
- Managed customer databases and performed preparatory accounting
- Resolved customer complaints

Call Center Agent |
Reline Intermedien und Verlags
GmbH/Rusmedia Group
February 2011 - February 2012

- Conducted telephone-based acquisition of new customers

Internship |
Reline Intermedien und Verlags
GmbH/Rusmedia Group
August 2010 - September 2010