



Kamila Gimadulina

Digital Product Manager

Paris, France

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Languages

Russian

English

French

About

BRANDS WORKED WITH

Deloitte

Innopolis University

Prisma Media

SFT Trading

Sodexo Benefits and Rewards Services

Solocal

Wivoo

Experience



● Consultant in Product Management

Wivoo | Sep 2021 - Dec 2022

- Presented a project on product analytics during an internal entrepreneurship competition
- Created part of the user journey for an internal Wivoo application on a no code tool Bubble
- Initiated and did a research to gather information about needs on product education among our clients



● Product Manager

Sodexo Benefits and Rewards Services | Sep 2021 - Dec 2022

- Structured discovery in ProductBoard by designing a process to gather user needs, prioritise them, do research and plan the roadmap (20+ interviews to gather information and test the solution)
- Did a benchmark of product analytics software and implemented an OKR tree for all the product teams
- Managed a website redesign (back and front), initiated and prioritised its responsive version
- Created an order tracking flow and lowered the corresponding number of calls to the client service



● Product Manager

Solocal | Dec 2019 - Sep 2021

- Product Manager (Ootravaux.fr – a new marketplace to find professionals in construction or renovation)
- Constructed user journeys on the website based on user tests and competitors' analysis
- Selected, structured and prioritized metrics to analyze the performance of the site
- Conducted user surveys, identified personas and JTBDs
- Prioritized backlog and managed sprints with 5 developers using Scrum methodology
- Developed the product roadmap



● Memo start-up co-founder (MVP)

Prisma Media | Jul 2019 - Sep 2019

- Memo is a platform that helps elderly people transfer their knowledge, biographies and stories to their younger family membres with a help of gamified onsite process.
- Developed an idea, built a prototype, a roadmap and a business model of product that facilitates memory transfer between generations
- Conducted a market research and developed a business plan
- Raised €30k for ideation period
- Led a team of 3 people



● Consultant

Deloitte | Jul 2018 - Aug 2018

- Evaluated losses of c. €650k from fraudulent bonus calculation by a company for its distributors
- Identified an incorrect valuation of assets which made a global restaurant chain gain €120k

- Conducted part of an integrity due diligence (financial sustainability, reputation and ownership)

● **Project Manager**

SFT Trading | Jun 2017 - Jun 2018

- Developed an educational program (that included complex engineering parts concerning coffee production) with 4 sections for the company's customers that yielded c. €130k in 2018
- Developed a timeline for a warehouse construction project and coordinated its implementation
- Optimized warehouse delivery costs, making them affordable for clients yet profitable for SFT
- Identified and helped to reduce customers' debt by 80% by analyzing sales for the past 2 years



● **Funding Resource Office Intern**

Innopolis University | Jul 2016 - Jul 2016

- Analyzed two Russian markets and calculated benefits of hi-tech Innopolis projects for two clients in monetary terms