

# ZAHARCIUC OLGA

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Passionate Product Manager with an analytical and strategy mindset. I understand this approach to business and clients, which helps me make good products. With an agile mindset, I thrive in fast-paced environments and adapt swiftly to changing landscapes. Connect with me today for any thoughts, comments, or questions about my work—I'm always interested in making new professional acquaintances!

## WORK EXPERIENCE

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May 2024 - **Senior Product Manager**

present time [inDrive](#) (MAU >20M, 2nd most downloaded ride-hailing app in the world) is a global Mobility-as-a-Service company with more than 240 million downloads and 46 countries.

Responsible for the intercity direction, which accounts for 95% of the cluster's income.

Jun 2021 - **Product Team Lead**

Apr 2024 [999.md](#)- classified, #1 platform in Moldova with MAU 700K (like Avito, olx)

Responsible for identifying, validating, and developing new revenue growth opportunities for the business.

- I found new sources of growth for the business, which brought an **increase in income by 30%**;
- Conducted market research and customer pain points were identified, as a result of which new growth points for the business;
- Created a go-to-market and development strategy, financial projections, vision, and roadmap;
- **Managed a cross-functional team** to launch a new product from 0.

**999 Market**- marketplace, one of the 999 platform products

Defined and implemented product strategy and product vision based on the key strategic goal of the campaign. Responsible for product development and key metrics - GMV.

- **Increased GMV x4** by improving the user's CMJ and increasing the conversion of the user path;
- **Grew +35% conversion in purchases** having worked out the scenario of the user path of an unlogged user through A/B testing;
- **Reduced by 18% annual operating costs** by reducing the % of canceled orders by seller and buyer.

**Growth Product Manager**

Responsible for the growth of existing products and for the launch of a new product from 0. I conducted qualitative and quantitative research to identify product growth points. Trained the team in growth hacking methodology.

- **Increased +20% revenue** of ad promotion services for sellers due to scaling 3 successful hypotheses. As a result of the analytical study, I segmented sellers into categories and gave 24 problematic interviews;
- **+7% conversion** on the first purchase of a promotion service by building trigger communications.

Nov 2020 - **Product Marketing Manager**

Jun 2021 **Crafti Business**, an e-commerce platform in Moldova

- **Increased +50% of purchases** by working out targeted offers for each segment of the target audience;
- **10->25% Repeat Purchase Rate** through triggered emails and dynamic remarketing.

## EDUCATION

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**Go Practice**

Data-driven Product Management Simulator

**Yandex Practicum**

Crash Course in Unit Economics: Looking for Growth Points and Calculating Product Payoff

**Technical University, Moldova**

Bachelor's degree in Engineering and management in the Food Industry

**SKILLS:** team leadership | stakeholder management | product launch and adoption | market analysis | product growth | data analytics | lean product development | market research | feature adoption | custdev | JTBD | UX research | A/B testing | CJM | SQL | digital marketing | risk assessment | communicability | critical thinking | people management

**Russian:** Fluent | **English:** Intermediate | **Romanian:** Advanced | **Polish:** Pre-Intermediate