Fedor Gvozdev

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PROFILE

- 💡 *Act as an interface between the development squad and stakeholders.* Due to my engineering background and combination of analytical, developing and communication skills I can move across fields that involve technology, finance, analysis and innovation, *keeping the user at the heart of any project*
- With over 10 years of web development and digital marketing experience, *I deliver results for users* by identifying and executing data-driven solutions across multiple channels and markets
- Interested in the sharing economy, property tech and the Airbnb community: hosting since 2013

PROFESSIONAL EXPERIENCE

2021 Jun – present
Saint-Petersburg, Russia

CTO & Co-Founder, *F-Apartments hotel* ⧉
- *Found and digitalised apartment hotel with a 97.5% occupancy rate, 9.2 NPS and 30% higher room revenue* due to automation of all rent management processes
- *Created an easy-to-use digital access system, which cut costs by 22%*, automated daily operations, removed the need for reception, and allowed guests to check in and out in advance
- *Implemented a wireless Smart Home system* on Raspberry Pi+Home Assistant with Zigbee2Mqtt to control all light, curtains, electricity, water, and heat in the apartments. This reduced the cost of utilities by 48%, and increased the retention rate to 21%
- *Developed centralised dashboard* integrated with OTAs, own website with a booking engine, messengers(WhatsApp Business), and E-mail marketing. *This increased revenue by 24%* due to simplifying the complex daily operational needs from communicating with guests and marketing to payment processing
- *Created a dashboard to keep track of all rental income and payments*. This made it easy to get detailed reports, find out where most of the revenue is coming from and how it was possible to save on other costs. *This cut costs by 14%*
- *Developed a website and an Ads campaign*, which increased the percentage of direct bookings to 28% and reduced the cost of OTA commissions

2018 Nov – 2020 Jun
Saint-Petersburg, Russia

CEO & Co-Founder, *HolySkin* ⧉
HolySkin is one of the most popular online stores of Korean cosmetics in the CIS region.
- *Reached 198,200 transactions and £5.7M revenue in 5 years* with a proportional rise of earnings, due to focus on user experience, automation, digital marketing and product development
- Achieved 82% annual growth of engagement and retention rate by analysing and ensuring continuous improvement of the user experience, by coordinating the following teams: web development, software engineers, digital marketing and UX/UI
- Created integrated software solution for automation of all the departments of the e-commerce store, which accelerated the deployment process, cut expenses by a factor of 2, and minimised the chances of human error
- Increased website load speed by 90% with tiered caching, content delivery and site acceleration solutions using web hooks to flush necessary cache

2015 Jan – 2018 Nov
Saint-Petersburg, Russia

CTO & Co-Founder, *HolySkin* ⧉
- *Increased key metrics*: *CAC, CVR, ROI, CLV, NPS, retention and bounce rates, average order value and revenue up to 91%* by driving profitable traffic, closely monitoring and optimising campaigns, analysing sales funnels, exploring customers' journeys (from site visit to purchase), UX optimisations and continuous AB testing at various stages
- Created a real-time analytics dashboard for every expense and earnings for all funnels and automated marketing process with use of APIs (GA4, OWOX BI, Mailchimp, Typeform, GetResponse, Twilio, SalesForce, Zapier). *This reduced customer acquisition costs by 20%*
- *Doubled the speed of transition* from successful proof of concept to minimal viable product *by User Centred Design & Lean Agile Development*, collaborating with a team of designers, engineers, and data scientists

- Conducted user and market research to gain deeper understanding of user needs, pain points and opportunities. Managed sprints, improving product by monitoring performance, gathering feedback, conducting user testing

2011 Jun – present Saint-Petersburg, Russia	**CTO, CEO & Co-Founder,** *Onecommerce* ⌞⌝

OneCommerce is a web agency specialising in developing mobile applications, and software, creating websites, and performance marketing with a focus on the E-commerce industry.

I was a member of a founding team and my work played a crucial role in growing Onecommerce revenue by 50-80% each year from 2011 to 2022, *making our agency one of the leaders in the E-commerce market.*

Main achievements and responsibilities:

- *Built a high-performing team by establishing Agile ways of working* in the team, creating a sense of inclusion, installing a clear path of progression, and enabling a safe environment where people view failure as an ability to improve
- *Led a high-performance cross-functional team of 30+*(PMs, backend and frontend developers, UX&UI designers, QA engineers, analysts, ML engineers, and marketers) for successful and punctual delivery of projects
- *Developed and maintained over 200 digital products*: mobile applications, SaaS products, online stores, enterprise portals, news portals, and landing pages
- *Ensured campaign targets of CAC, LTV, CVR, ROI, CTRs, retention, and bounce rates were met* by managing client campaigns from concept to completion, including ongoing optimisation based on performance metrics
- *Devised, streamlined, and improved business processes/procedures* for growth hacking, goal setting, and decision making
- *Steered strategy, methodologies, and processes* to ensure internal development and strategic collaboration to accelerate time-to-market

Client fields: consumer goods(beauty, nutrition, apparel, sports, auto parts), real estate, construction companies, and services(legal, accounting).

Specialised in Analytics, SEO, Power BI, and PPC: Google.Ads, Facebook Ads, Criteo.

Applied technologies:
PHP, JavaScript, Objective C, Swift, C/C++, jQuery, ajax,, Python, HTML+CSS, Git
Joomla, WordPress, Magento(now Adobe Commerce), WooCommerce
PHP frameworks: Laravel, CodeIgniter, Kohana

2009 Oct – 2011 May	**Maths Teacher**

- Preparation for the state exam in mathematics with a average student score of 80/100

EDUCATION

2011 – 2013	**Master of Engineering - MEng - Electronics, Nanoelectronics and Telecommunications,** *Saint Petersburg State Electrotechnical University* "*LETI*" Dissertation: "Development of a digital radar phased array for a security system"
2007 – 2011	**Bachelor of Engineering - BE - Electronics and Microelectronics,** *Saint Petersburg State Electrotechnical University* "*LETI*" Qualifying work: "Development of a matching circuit for amplifier in a wide frequency range"

LANGUAGES

English	● ● ● ● ●	Russian	● ● ● ● ●

SKILLS

- Product Development
- HTML + CSS
- Python
- MySQL
- SEO
- Jira
- Scrum

- Web Development
- Javascript
- jQuery
- Git
- UX&UI
- Data Analytics
- Conversion Optimisation

- Digital Marketing
- PHP
- Java
- WordPress
- Figma
- Lean
- Agile Software Development

PUBLICATIONS

Real-time Machine Learning For Recommendations and Search Engines, *Hackernoon.com* ⬈

This publication won the the first place in the HackerNoon Web Development & Ecommerce Writing Contest ⬈ with a monthly audience of 2.1 million users

How to increase sales in online store by combining cart and checkout, *Habr.com* ⬈

Sharing of best approaches in growing digital businesses and improving user experience

How to increase the conversion rate of online store, *Vc.ru* ⬈

More then 1500 views in the professional community

ICE, RICE, WSJF or how to effectively organise a backlog, *Habr.com* ⬈

Wide coverage of 2500 views, #1 search result in Google on topic and deep discussion in the professional community

Other publications and mentions, *fedorgvozdev.com* ⬈

VOLUNTEERING AND MENTORING

2020 – present	**DigitalBoost.co.uk - community of volunteers in Digital Tech** ⬈ *I help small businesses and charities get the support they need to grow,* from building a website and launching digital advertising to developing a business strategy and finding funding. Since 2020 I have mentored more than 50 different mentees and companies with their websites and SaaS systems. Choose "E-commerce website" to find my profile on the platform. I am also available through Getmentdor.dev and Vektor.ai platforms.
2021 – present	**British Higher School of Art and Design** ⬈ *The main target is to inspire and mentor students* at the workshops for UX&UI designers and teach them how to design a digital product and work effectively with a team. I've delivered many sessions, engaging and motivating students in the field of UX&UI digital design. *Also, I am assessing the results of their work.*
2021 – 2022	**Health and Help - International Charity Organisation** ⬈ Health & Help - is a non-profit organisation with two charity clinics in the rural regions of Central America: Guatemala and Nicaragua. My contribution was in improving the website, UX&UI, web services, and explaining how best to organise work with the website to cover more people about the inaccessibility of health care in South America. I increased the speed of loading the website from 92 seconds to less than 1,2 seconds. With my assistance Health&Help website reduced bounces by 3x, *increased visibility in search engines by 42%, site visitors by 33%, and increased the number of donations by 26% just in 2 months.*
2020 – 2022	**Center for Social Assistance to Families** ⬈ CSAF - is a non-profit organisation aiming to improve the social well-being of families. My contribution was to integrate various social systems within site. *My work helped to speed up the work of a charity by 18% and reduce the cost of each appeal by 9%.*