

# Elvira Romashkina

## Senior Product Manager

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[Personal website](#)

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### WORK EXPERIENCE

#### [Polarsteps](#), Amsterdam — *Senior Product Manager*

FEB 2024 - PRESENT

Travel tracker app to plan, track and relive trips. 10M+ users.

I own the post-trip experience, including monetisation and a core paid product - a photo album generated from a user trip at one click.

#### [Studocu](#), Amsterdam — *Product Manager*

FEB 2021 - JAN 2024

Study notes for students worldwide. 700M+ users, 60M MAU.

- Enhanced search with a new search engine and improved UX: +21.5% CTR, +40% reads
- Improved user activation by adding onboarding recommendations: +91% course follows, +18% book views, +9% course views
- Scaled the product to a new market - high schools
- Enabled a new growth loop by launching document acquisition for high schools: 60k+ uploads in 3 months with 17% upload conversion
- Grew the mobile app: +94% weekly installs, +61% WAU

#### [Siilo](#), Amsterdam — *Product Manager*

SEP 2018 - JAN 2021

Secure messenger for healthcare professionals. 1M+ users.

Launched MVP of [Prisma](#) - a platform enabling GPs to access specialist knowledge. Achieved 10% adoption (1k Dutch GPs) in target audience.

#### [Yandex.Taxi + Uber](#), Moscow — *Product Manager*

JAN - AUG 2018

Owned geo services for rider and driver apps, including maps, navigation and search. Introduced map quality metrics, launched tools for automated improvements and established user feedback loops.

#### [AT Consulting](#), Moscow — *Data & Business Analyst, Product Manager*

JUL 2013 - DEC 2017

Led development of a real-time marketing platform at VEON Ltd., processing data from 80M+ users to trigger personalised offers with built-in A/B testing.

### EDUCATION

Engineer's Degree in Computer Science,

Voronezh State University,

Voronezh

2009-2014

### COURSES

Self-leadership, TalkAuthentic, Apr 2025

Product Strategy, [Reforge](#), Nov 2022

Retention + Engagement, [Reforge](#), Nov 2022

Authentic communication, TalkAuthentic, May 2021

Head of Digital Product, Netology, Jan 2018

Agile Software Development, ScrumTrek, Nov 2016

### SKILLS

- Product vision and strategy, OKRs
- Continuous product discovery (user research, data analysis, experiments)
- Market and competition analysis
- Team leadership
- Agile and lean methodologies