



Ivan Khokhlov

Product, Marketing,
Data Science

Hi there 🙋, thanks for reading my CV!

My name is Ivan. I consider myself as being a polymath. I have a genuine addiction to learning and tend to dabble very deeply into numerous fields. Luckily, my career has allowed me to do this.

I've been lucky enough to live, experience and work in different countries (ES, UK, US, CH). As well as work with numerous companies which were in high growth mode.

I thank the dozens of marketers, PMs, engineers, designers, analysts, etc. with whom I worked with and from whom I learned my craft in various domains.

Get in touch with me:

Zurich 8038

+41 79 109 26 80

khokhlov.ivan@protonmail.com

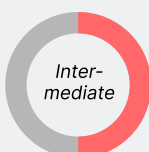
linkedin.com/in/ivankhokhlov/

www.ivankhokhlov.com

English



German



Russian



Spanish



KEY SKILLS

Product Management

Creating, leading and executing product strategy using the latest methodologies and best practices.



Marketing

Driving product growth through various tactics, e.g. SEO, ASO, SEM, email, social media, paid media, public websites.



Data Science

Learning

Using data to build machine learning models which solve real world business problems.



Leadership



Business strategy



Data analysis



SQL



Python



SEO, ASO



Paid Media, SEM



Product design, UX



WORK EXPERIENCE

Nov 21 • Product Director
Present Switzerland & UK



Coople is a digital platform for flexible hiring which is disrupting the traditional staffing industry. An Uber-like solution for companies to find staff in various industries. Funded by Goldman Sachs and One Peak.

At Coople I've:

- Been part of the Swiss and UK management team to help drive the right strategy and company culture
- Defined the product vision and strategy for the core of the Coople platform
- Hired, built and lead product teams which solved numerous complex problems over the years
- Lead the UX overhaul of our web experience and mobile apps
- Set the foundation for machine learning, product analytics, and product AB testing
- Personally built, trained and maintained various machine learning algorithms using XGBoost (e.g. the main job recommendation system)
- Lead numerous product growth and re-engagement initiatives
- Established the foundation of product marketing by introducing new tools for keeping users aware of product changes
- Consulted the marketing team on digital marketing (SEO, ASO, paid, analytics, etc.)

Jul 18 • Senior Product Manager
Oct 21 Switzerland & UK



Jan 17 • Marketing Consultant (part-time, volunteer)
Dec 17 San Mateo, US



OneValley (formerly GSVlabs) is a global innovation platform that supports entrepreneurs, startups, and corporations in building and scaling innovative technology products and services.

At OneValley I gave talks on App Store Optimisation (ASO) and other growth marketing strategies to startups.

Jan 16 • Senior Digital Marketing Manager &
Jun 18 Product Owner, Global
Zurich, Switzerland & San Francisco, US



Evernote is a popular digital note-taking application that allows users to create and organize notes, files, images, and other forms of media. It was launched in 2008 and has since become a popular productivity tool used by millions of people worldwide.

At Evernote I've:

- Lead the EMEA marketing team
- Introduced App Store Optimisation (ASO) which lead to millions of new app installs
- Lead a 1+ year project involving redesigning and rebuilding the Evernote website in the Google Cloud, written in Golang. This lead to a 40% increase in customer registration rate
- Lead an audit, redesign, rebuild and migration process of the outdated Evernote Blog (4000+ articles) to a new, faster, cleaner, and SEO optimized environment
- Brought together various cross-functional teams of developers, designers, writers, and marketers within Evernote as well as hired and managed multiple agencies and contractors to accomplish both of the above projects
- Introduced agile best practices into the development process
- Introduced SEO best practices across the entire website
- Introduced analytics best practices as well as various reporting automation frameworks using Google Analytics and Google Data Studio
- Introduced an A/B testing framework

Jan 15
Dec 15

• **EMEA Marketing Lead**
Zurich, Switzerland & San Francisco, US



Jan 14
Dec 14

• **Account Director**
London, UK



Essence is a global digital advertising agency that was founded in London in 2005. It specialises in digital media planning and buying, digital creative, analytics, and strategy. The agency has worked with a wide range of clients, including Google, eBay, Target, and Hulu, and has won numerous awards for its innovative campaigns.

At Essence I've:

- Hired and lead a team of 11 digital marketers
- Executed multi-channel marketing projects across all major B2C and B2B Google brands: Google Chrome, YouTube, Gmail, Google Play, Google Chromebooks, Google Apps, Nexus, Google Voice Search
- Have ensured the end-to-end success of dozens of brand and non-brand multi-channel marketing projects, with budgets ranging from 4-figure to 8-figure USD sums (small and large clients)
- Consulted clients on SEO and good user experiences (UX) for their public websites
- Ran dozens of successful campaigns on Adwords, Facebook, Twitter, and RTB
- Automated data reporting for clients

Jan 13
Dec 13

• **Senior Account Manager**
London, UK



Jan 12
Dec 12

• **Account Manager**
London, UK



Sep 10
Dec 11

• **Account Executive**
London, UK



Feb 07 • IT Support Specialist & Network Manager
May 09 Geneva, Switzerland



Webster University is a private, non-profit university which offers undergraduate and graduate degree programs in a wide range of fields, including business, education, arts and sciences, communications, and technology.

At Webster I've:

- Provided IT support to the entire Geneva campus
- Maintained IT stations in 3 computer labs
- Provided private IT support and consultancy to professors off-campus
- Managed the university network

UNIVERSITY EDUCATION

Sep 09 • MSc, International Management
Aug 10 London, UK



King's College London is a public research university located in London, England. It was founded in 1829 and is one of the oldest and most prestigious universities in the United Kingdom.

Feb 06 • BSc, Business Administration & Computer Science
Jul 09 Geneva, Switzerland



OTHER EDUCATION

Jan 23 • AWS Certified Solutions Architect - Associate
acloudguru.com

Oct 22 • Data Scientist Nanodegree
udacity.com

Apr 22 • Product Monetisation & Pricing
reforge.com

Nov 21 • Terraform
udemy.com

Oct 21 • Advanced Growth Strategy
reforge.com

Oct 21 • Data Engineering Nanodegree
udacity.com

Feb 21 • Deep Reinforcement Learning Nanodegree
udacity.com

Dec 20 • Disruptive Strategy
Harvard Business School, online.hbs.edu

May 20 • Deep Learning Nanodegree
udacity.com

Mar 20 • Machine Learning Accelerator
elitedatascience.com