

# Pavel Borisov

Product Manager

## Contact Information

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## Summary

Product Manager with 12+ years of experience across AdTech, RTB, customer portals, internal tools, operations, and mobile products.

I build products in messy environments: unclear goals, broken processes, limited budgets, and legacy systems.

### Strong in:

- AdTech platforms and monetization products
- Customer portals, internal tools and automation
- 0→1 product launches
- Cost reduction
- Product delivery under constraints
- AI-assisted product development
- AI tools in products and workflows

## Key Results

- Revived RTB from near-zero profit to ~\$25–30k/month, scaling turnover from ~\$30k to ~\$120–180k/month.
- Grew partner base 2.5x, cut internal requests by ~60%, and reduced analyst costs by ~\$4-5k/month.
- Accelerated product delivery: TMS MVP in 1.5 months instead of 6; White Label launches cut from 6 months to 1–3.
- Launched and rebuilt ad platforms for advertisers, publishers, and internal teams, growing offers ~2x and increasing new registration revenue 1.3x.

## Work Experience

### AdTech&Utility App Publisher ( 2024 - 2026)

Scope: RTB business, app monetization, partner operations, internal tools, AI automation.

#### RTB & Monetization

- Revived an almost abandoned RTB product.
- Grew turnover from ~\$30k/month to ~\$120–180k/month.
- Moved profit from near zero to ~\$25–30k/month.
- Improved auctions, routing, traffic quality, and partner prioritization.
- Reduced wasted traffic spend and recovered lost margin.
- Built monitoring that reduced incident detection from days to minutes.
- Grew partner base by 2.5x.
- Built a clear partner pipeline and lead process.

## Internal Tools & Automation

- Built RAG-based internal AI assistant, reducing repetitive internal requests by ~60%.
- Built AI analytics assistant, reducing analyst dependency by ~\$4–5k/month.
- Built an AI content factory for campaign materials, making content creation 3x faster.
- Automated finance, support, and operations workflows, removing unnecessary manual work across teams.

<https://cv.n2n1.dev/#adnetwork-product-lead>

## Senior Product Manager, Golden Goose, mVAS Ad Network ( 2023 - 2024)

Scope: advertiser platform, self-service onboarding, back-office tools.

- Launched advertiser self-service platform, fully replacing legacy manual processes
- Migrated 100% of new clients from manual verification to automated onboarding and offer publishing
- Grew offers by 2.5x and revenue by 1.3x for new registrations
- Developed back office with analytics, traffic quality insights, client profiles, and monitoring tools
- Cut IT manual workload, enabling focus on product backlog

<https://cv.n2n1.dev/#goldengoose-product-manager>

## Senior Product Manager, Monopoly.Online ( 2021 - 2022)

Scope: TMS for shipments, routing, tracking, documents, and external orders.

- Delivered TMS MVP in 1.5 months (planned 6), first in Russia for small carriers
- 50% of the test group showed activity, and 25% became regular users in the first month
- 60% of new shipments from active users sourced via TMS
- 30% of users added external orders, expanding dataset and improving route recommendations
- Enabled automated routing, tracking, document management, and multi-platform order imports
- Designed UX/UI for non-digital-savvy users
- Product paused due to shifting priorities after the war began

<https://cv.n2n1.dev/#monopoly-product-owner>

## Product Manager, PropellerAds ( 2018 - 2020)

Scope: RTB, SSP, White Label platforms, internal tools.

- Grew RTB profit from \$7–8k/day to \$12–15k/day via auction improvements, ML-driven features, and more
- Built self-service tools for managers and partner integrations and reduced RTB operational costs
- Relaunched publisher SSP, accelerating time-to-market 2–3x, boosting tag integration by 50%
- Built in-house White Label platform, reducing new platform launch from 6 to 1–3 months

<https://cv.n2n1.dev/#propellerads-product-owner>

## Support / Sales Team Lead, Avito / Yota ( 2012 - 2018)

Scope: support operations, retail sales, partner stores, team management.

- Led support for Avito.Delivery, managing all cases and driving product improvements
- Trained and led team; managed sales in partner stores; expanded sales into new cities

<https://cv.n2n1.dev/#avito-lead-support-specialist> , <https://cv.n2n1.dev/#yota-senior-sales-specialist>

## Other Projects

### Follow App

AI productivity mobile app / Follow Labs UK LTD

- Built solo mobile product from idea to App Store-ready version.
- Created onboarding, goal planning, AI analysis, recommendations, and progress tracking.
- Used React Native, Expo, FastAPI, PostgreSQL, SQLAlchemy, and JWT auth.
- Used AI across research, UX, product logic, coding, debugging, and documentation.

<https://cv.n2n1.dev/#follow-app> , <https://followthe.app/>

### Mini Games & Apps

Small app lab / Follow Labs UK LTD

- Built small mobile products and game experiments.
- Tested casual game mechanics, monetization, publishing, and AI-assisted development.
- Published TAP: Just One More in the App Store.
- Worked solo across product, UX, code, launch, and operations.

<https://cv.n2n1.dev/#mini-games-apps> , <https://taplikea.pro/>

### Alert Simulator

Internal monitoring tool

- Built simulator for event-based alerts.
- Helped teams test alert rules on historical data.
- Reduced alert noise.
- Reduced analyst dependency.
- Improved detection of partner and revenue issues.

<https://cv.n2n1.dev/#alert-tuning-simulator>

## Skills

### Core Skills:

Product Strategy & Vision, Hypothesis-Driven Discovery, Custom Metrics & Data-Driven Decisions, Cross-Functional Stakeholder Alignment, GTM & Market Adoption, Team Leadership & Mentoring, Budget & Prioritization under Constraints, AI/ML Product Literacy, Risk & Change Management, Agile

### Soft Skills:

Effective Communication, Stakeholder Management, Conflict Resolution, Facilitation & Workshop Leadership, Coaching & Mentoring, Change Management

## Languages

**Russian:** Native

**English:** B1 / Limited working proficiency

## **Licenses & Certifications**

ICAgile - Agile Product Ownership, 2019

Product Mindset - Middle Product Manager, 2020

Product Mindset - Senior Product Manager, 2022

Plus multiple internal trainings on sales, people management, and product - regularly applied in real-world work

## **Availability & Contract**

Available in 1 week

Serbia / Remote ( $\pm 4$ h TZ) / Novi Sad or Belgrade hybrid

B2B via Serbian sole proprietor preferred

Also available: employment, individual contractor, crypto payments, or UK company B2B