

Pavel Legenkov.

Product manager. From discovery to launch and sales.

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Skills

- Product discovery, journey mapping
- Unit economics
- AI-assisted development
- Next.js, PostgreSQL, CI/CD
- Yandex Direct, VK Ads, Meta
- Yandex Metrica, Yandex Business
- SEO
- n8n, Telegram API
- Hiring and team management
- Figma, GetCourse

Languages

Russian	Native
English	B2
German	A2

Education

2013-2018

Bauman Moscow State Technical University
Bachelor's degree in Economics and Production Management

2016-2017

University of Applied Sciences Upper Austria
Controlling, Accounting and Financial Management, dual degree

Profile

10 years building online products in education, HR tech and travel. I take products from customer research and unit economics through launch and sales. I set priorities, lead teams and measure results. I also build products myself with AI, from requirements to testing and release.

3×
excursion sales in Montenegro, 2025 to 2026

110 days
to launch a site with CRM and online payments

0 → 2,242
monthly sign-ups on a new job board

3,000+
students at the online school I co-founded

Experience

CG Tour
Nov 2024 - present

Product Manager and Marketer · Travel, Balkans

- Built up the direct-to-consumer business from an early stage. Montenegro excursion sales **tripled** from 2025 to 2026.
- From January through September 2026, organic search visits rose 2.3× year over year and visits with a form submission rose **8×** (318 to 2,553). The previous site was live for most of this period. Bounce rate fell from 59.9% to 16.5% as bot traffic declined.
- Built a new site with rate calculations, CRM, a travel agent portal and instant bank payments (SBP). Launched it on September 21, 2026, after **110 days**. Set up 356 automated tests and 516 redirects.
- Estimated development savings of **RUB 2.5M+** compared with hiring contractors.
- Manage Yandex Direct ads and the Yandex Business listing. Automate workflows in n8n.

Job board
2025

Product Manager · HR tech, company under NDA

- Led the launch after a lengthy development phase. Set up GitLab CI/CD, a test environment and backup SMS providers with the developers.
- Grew from zero to **2,242 sign-ups in April**, including 364 employers. Cost per sign-up was $1 to $1.50.
- Introduced paid listings, set up a call center and hired a remote team. Launched a second product, a course marketplace, in three months.

Novaya Era
2021-2026

Product Manager · Online psychology programs

- Co-developed the 69-day neuroDetox™ program with the founder and a psychotherapist. Led platform development, defined requirements and reviewed releases.
- **90%** of participants completed the program. The total Young Schema Questionnaire score fell by **47%** in an internal before-and-after assessment.
- Provided technical product support from summer 2025.

Arb.Pro
2016-2023

Co-founder · Online school

- Co-founded an online school. Owned the curriculum, hired instructors and ran learning operations on GetCourse. Managed a team of 13.
- **3,000+** students and an average order value of **RUB 69,000**.

Personal projects

Samsebeurist — 2026, in progress

An AI assistant for legal tasks. It reviews the situation, builds a plan with deadlines and drafts complaints, applications or court claims. It checks citations against a legal database.

GunGame: Desert Storm — 2026

A 3D browser shooter for desktop and mobile. Play with bots or online, and unlock a new weapon with each kill. Play ↗