

Alexander Kulam
Digital Project Manager | Digital Producer
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SUMMARY

Tech-savvy Digital Project Manager with over 15 years of experience delivering complex digital projects on time and within budget across various industries, including retail, transportation, and technology. Proven ability to lead cross-functional teams, manage stakeholders, and implement agile methodologies. Expertise in digital marketing, product development, and creative strategy. Hundreds of completed projects in Moscow, Boston, Hong Kong, and Guangzhou.

CORE COMPETENCIES

- Project Management
- Product Development
- Creative Strategy
- Agile Methodologies
- Digital Marketing
- Digital Production
- Workflow Optimisation
- CMS & CRM
- Budget & Forecasting
- Team Management
- Self-Driven & Proactive
- Stakeholder Engagement

WORK EXPERIENCE

Project Management and Digital Consulting

Remote
2020 – 2024

Independent Digital Producer & PM Consultant

- Delivered and managed over 10 digital projects across diverse sectors, including examples such as ed-tech, fin-tech, and wholesale, each presenting unique complexities and requirements
- Implemented effective strategic approaches, integrating prioritisation methods and accelerated methodologies like Agile and Scrum, resulting in streamlined project timelines using Jira, Merlin, and Kanban tools according to Lean & Kaizen
- Contributed to shaping project strategies, system architecture, and design, ensuring a seamless alignment with client's business requirements, ultimately transforming them into innovative and market-responsive solutions
- Collaborated within cross-functional teams, engaging with clients, technical directors, and business teams, effectively communicating on both technical and business matters at all seniority levels
- Worked with a team of designers, engineers, and analysts to deliver the development and launch of successful digital products and services, encompassing e-commerce websites, mobile apps, marketing campaigns, CMS & CRM (Webflow, Tilda, Laravel, Wordpress, Drupal, Salesforce, Zendesk, Hubspot)
- Coordinated vendors and allocated resources, optimising project costs and enhancing project performance, ultimately leading to improved client ROI
- Led a team & management structure transformation (100+ people) for a major Ed-tech client driving a substantial increase in EBITDA, ROI / ROS, NPS / CSAT, and CR indicators

Yandex Go, Ride-Hailing and Mobility Services

Moscow, Russia
2018 – 2020

Head Of Creative Services

- Improved SLA from 54% to 89% while managing 100+ projects and reducing project durations by 30% through workflow optimisation and the ongoing refinement of Agile processes
- Led a 40-person team, fostering innovation and collaboration, revitalised the production management team, and implemented project prioritisation and sprint processes
- Developed departmental strategies and budgets that align with corporate goals, optimising resource allocation and ensuring cost-effective operations, with a strong focus on managing potential risks
- Implemented performance measurement systems and KPIs, driving significant improvements in both individual and team productivity
- Managed vendor procurement processes, ensuring adherence to OEBS (Oracle E-Business Suite) standards

ODDITY Studio, Creative Strategy & Design Solutions

Hong Kong, China
2017 – 2018

Senior Product Manager

- Contributed to the development of the APAC coworking digital ecosystem, overseeing the creation of business requirements, project priorities, and vendor collaborations while implementing an agile workflow
- Significantly enhanced project efficiency, leading to a 20% reduction in the accounting team's expenses, equating to annual savings of US\$ 250,000
- Worked with clients to develop a roadmap for the product and managed a team of up to 20 people to build and launch the product on time and within budget

- Established feasible workflows and performance management, contributing to the overall success of the project
- Implemented measures to enhance customer satisfaction metrics (NPS / CSAT), leading to increased customer retention and business growth

Fasten Inc, Ridesharing & On-Demand Transportation Services

Boston, United States

Senior Product Manager

2015 – 2017

- Managed product development across various platforms, overseeing the development of the Riders App (iOS and Android), Drivers App (iOS and Android), Core infrastructure, and Website
- Oversaw the entire product lifecycle using agile methodologies, encompassing development, business analysis, prototyping, testing, and process improvement
- Managed cross-functional teams of project and product managers, analysts, vendors, and in-house developers
- Implemented UX simplifications, resulting in an 18% increase in Daily Active Users (DAU) and a 12% rise in Monthly Active Users (MAU)
- Introduced a progressive bonus scale system, raising driver retention by 16% for a motivated, stable driver community

Redkeds, Full-Service Creative Advertising Agency

Moscow, Russia

Head of Production

2012 – 2015

- Directed end-to-end production operations, overseeing project planning, execution, and delivery across digital marketing competencies, from measurement and analytics to content production
- Led cross-functional teams of multidisciplinary specialists, ensuring streamlined workflows, project efficiency, and high-quality outcomes
- Managed various advertising products, including conceptualising and executing campaigns, developing design concepts, producing commercials, creating promo campaigns, and engaging in social media marketing

Zero, Full-Service Digital Agency

Moscow, Russia

Production Director

2011 – 2012

- Directed client relationships, managing key performance indicators (KPIs) to measure satisfaction and project success (MAU / CPC & CPA / Conversion rate)
- Guided and mentored an in-house team of up to 5 people
- Achieved industry recognition with Awwwards Site of the Day ([Dunlop](#)) and FWA Site of The Day ([Braun](#))

EDUCATION / ACHIEVEMENTS

Don State Technical University

Russia

Bachelor of Engineering in Information Systems and Technology

2006

Additional: Teaching Experience: Senior Curator at BBDO WORDSHOP Academy (Russia, 2014-2015) for a 6-month Digital Production course | Curator & Senior Lecturer at IKRA University (Russia, 2011-2015) for a 1-year Digital Advertising course and a 6-month Digital Production Level-Up course

Languages: English (Fluent), Chinese (Elementary proficiency), Russian (Native)