

Levan Ugrekhelidze

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Professional Experience:

Product Owner (Business Mobile Bank) at TBC Bank (<https://www.tbcbank.ge>) - 2019 (Jun) - Present

Product Vision - set the product vision of the mobile app (Android / iOS) for SMEs and corporate clients (over 60,000) registered at the largest commercial bank in the country. Calibrated common priorities with the team and the stakeholders within and outside the organization.

Team Composition - gathered a team of FE mobile developers, BE developers, customer journey experts, UX/UI designers and QAs. Leading a scrum team of 16 people (including myself)

Scrum Framework - facilitated most of the scrum ceremonies (sprint planning, grooming, sprint demos, daily standups). Maintained a healthy backlog and managed technical debt. Whilst keeping customer centricity at the heart of the product development, kept close ties with end customers, taking away valuable needs and identifying critical pain points through user interviews and focus groups.

MVP release and product updates - after a 9 month development/building period, the team launched an MVP of the "[TBC Business App](#)", which included core digital banking features with added custom functions as requested by the end users during the numerous feedback sessions. Over 8,000 corporate clients of TBC Bank have been actively using the app after the launch, with the user base steadily increasing. Major updates have followed the initial release of July 1st and more features are being added on a bi-weekly basis.

Upcoming - inhouse platform for generating offers and promotions for SMEs and startup owners, integrated in mobile banking app.

Social media advertising - at **Bayport Financial Services (<https://www.bayportfinance.com>)**, 2019 (Mar) - 2019 (Jul) target market: Ghana

Managed facebook campaigns, generating leads for a newly developed product: Car Title Loan. The segmenting was done based on existing databases (lookalike audiences, excluding existing customers) as well as experimenting and switching to best performing segmentation for generating high quality leads.

Marketing Project Manager at Liberty Bank (<https://libertybank.ge>), 2016 (Jun) - 2019 (Jun)

Multi-channel campaigns – built customer journeys and managed multi-channel campaigns for over 2 million contacts. The channels included SMS, E-mail, Viber, Push notifications, personalized offers in Internet and Mobile Bank, dynamic banners in Self-Service Terminals, dynamic banners and offers on utility and bill payment website, Facebook, Google Ads. Built landing pages for the campaigns where applicable

Social Media – managed bank-owned social media strategy and content. Managed Facebook campaigns through custom audiences directly linked to internal CRM via API, built lookalike

audiences and monitored campaign conversion through various sales attribution models. Supervised junior staff for developing regular reporting on page insights and customer engagement

Smart Segmentation – developed logic and executed customer segmentation in audience builder (in-house built CRM solution); The segmentation included customer sales and application history, customer interaction with the bank (branch user, alternative channel user, borrower, auxiliary service user, etc.), customer behavior on the website, usage of digital services, device usage, etc. Monitored segment evolution over time and customer database health checks – such as number of valid phone numbers and email addresses, opt out rate, campaign and channel penetration rate. In addition to existing customer databases, managed lead collection across different channels and storing data in dedicated databases with respective segmentation rules. As a result, collected information for over 700,000 leads.

In-house built CRM – introduced additional functions and metrics for managing more efficient campaigns with better tracking capabilities, including A/B testing across channels, enhanced user experience for managing campaigns, developed new reporting templates and introduced additional metrics (CTR for SMS, Viber channels, conversions for specific products). Developed detailed scope of work as well as mock ups for the new functions. The process envisaged working with a number of staff across different teams, including but not limited to software engineers, web-designers, front-end developers; As a result, we were able to manage over 1,200 recurring and ad hoc campaigns across different channels with enhanced capabilities of A/B testing and additional metrics; Added Viber as an additional communication channel

Analytics – developed regular reporting templates and reports for tracking conversion from multi-channel campaigns. The tools used for the analytics included Google Analytics, Facebook ads manager insights, internal sales and internal CRM reporting tools; Analyzed traffic sources and sales attribution on all bank owned websites to optimize ad campaigns with affiliates, Facebook and Google AdWords

Enhanced Digital Analytics - worked with Bank's IT and external partners to implement analytical tools for bank owned websites and other digital contents (Facebook Pixel, Google Optimize, Google Tag Manager) that enabled better targeting and better conversion of various campaigns

UX and UI – developed user experience journeys and mock ups for online lending websites that generated 10-15% of overall bank's lending portfolio. The process included working with web designer to develop the design in line with the user experience concept, working with in-house developers and subcontracted company on completing the project on time as well as making sure of storing customer data in internal CRM based on customer behavior (e.g. customers with incomplete applications, customers without completing disbursement of the loan, etc. – followed up with automated campaigns); Developed detailed mock-ups and worked with the website designer to develop new and enhanced Internet Banking platform; Coordinated involvement of any upcoming web and mobile optimized projects

Self-Service Terminals and ATMs - build journey maps and analyzed common usage patterns in existing customers' behavior. Process included analyzing different segments based on their social status, demographics, channel usage etc. Redesign project also entailed prototype testing and user interviews. Coordinated a kick off pilot of a complete refresh and redesign of the UX/UI of these channels with a at one of the local branches of the bank, after a successful, measuring update was later delivered throughout the whole ecosystem.

Project Manager at Geoplus (<http://geoplus.ge>), 2010 (Oct) - 2016 (Jun)

Managing large & medium sized digital marketing projects; Negotiating with prospective

customers; Designing the creative concept of advertising campaigns: Planning, scheduling, budgeting, creating, placing and implementing digital ads across various international and domestic platforms.

Marketing Manager at Geoline (<http://geoline.ge>), 2008 (Dec) - 2014 (Sep)

Maintaining company's marketing strategy; Implementing, analyzing company's marketing activities through communication channels (TV, Press); Developing proactive strategies for future market developments.

Moderator / Content Manager at Caucasus Online (<http://co.ge>), 2008 (May) – 2014 (Dec)

Researching, creating, publishing content on various company owned websites; Constantly developing and upgrading website's UI; Discovering and eradicating problems.

Assistant Project Manager at Junior Achievement Georgia (<http://www.jag.ge>), 2007 (Jun) - 2008 (Aug)

Planning & organizing various educational trainings, seminars, competitions; Conducting customer support activities; Managing website; Placing announcements over digital resources; Taking care of office infrastructure (IT related duties).

Education:

Master of Science (MSc) in Management - Caucasus University, Caucasus School of Business (cu.edu.ge), 2013 - 2016

Bachelor of International Relations - Ivane Javakhishvili Tbilisi State University, Faculty of Social and Political Sciences (tsu.edu.ge), 2003 – 2008

Proficiencies:

Office Software:

Microsoft Project, Excel, Word, PowerPoint, Apple Pages, Apple Keynote, Apple Numbers

Design Software:

Adobe Photoshop, Illustrator, Balsamiq Mockups

OS:

Mac OS, Windows

Languages:

Georgian (native), **English** (fluent), **Russian** (fluent).