

E-COMMERCE SPECIALIST

MAKSIM SHMELEV

Preferred Locations: Bordeaux, Paris, European Union (Remote: UTC +1, Paris Time)

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Education

Sep '2025 – Jul '2027
France, Bordeaux

Higher School of Marketing, KEDGE BUSINESS SCHOOL

Master of Science, Marketing (Brand & Product management)

Relevant courses: *Google Analytics, Marketing decision making in a circular economy, Data analytics and AI, Financial performance*

July '2024

Professional Training course, Yandex Practicum

Marketplace Manager (256 hours practice)

Relevant courses: *Data analysis, Marketplace management, E-commerce basics, Business communication*

Jun '2024

Professional Certificate, Google

Digital Marketing & E-commerce

Relevant courses: *Marketing analytics, E-commerce management, Online advertising*

Sep '2021 – July '2025

Russia, Moscow

Higher School of Management, Plekhanov Russian University of Economics

Bachelor of Science, Economics and Management (English-taught)

Relevant courses: *Marketing, Statistics, Econometrics, Organizational management, Product design, Business analysis, Data analytics*

Professional Experience

Feb '2025 – Aug '2025

Fuh!, Startup Degree program – Product Manager

- Co-launched a subscription-based mental health startup, working on go-to-market, branding, and product strategy.
- Analyzed user behavior, engagement, and retention throughout the subscription launch to identify growth and UX issues.
- Drove product improvements by translating early user feedback and performance data into actionable changes.

▪ Oct '2024 – Feb '2025

Socialist LLC, – E-commerce Intern

- Built media plans and performance briefs for Vivienne Sabo, Air Tokyo, and Surf Coffee, supporting campaign planning and budget allocation across channels.
- Increased orders by 21% on Wildberries by optimizing SEO keyword; helped to manage end-to-end product publication (content upload, updates, compliance) for clients.
- Improved advertising efficiency by optimizing marketplace ads (bids/budgets/targeting) and creating banners + product cards; additionally delivered analytics for J&J (pharmacy category) and pricing support for D.Som through competitor benchmarking.

Jun '2023 – Jun '2024

PRUE, Member of a team analyzing innovation management with AI – Researcher

- Gathered and cleaned datasets (using industry data) for training and validating analytical research models.
- Analysed datasets to comply with the set requirements, compared ML behaviour and changed setting to fulfil set goals.

Honors & Scholarships

June '2025

KEDGE Merit Scholarship (University Level).

July '2024

Startup Grant of \$10,000 from the Government Innovation Fund (5th wave, National Level: Accepted).

Sep '2024

Full study scholarship, Plekhanov Russian University of Economics (University level).

Projects

Aug '2025

Ridekit.fr (In progress) – Founder

- Created a website for beginners in skiing and snowboarding, develop logic behind the project
- Created interactive selective option which leads to affiliate links

Feb '2024

Mental AI-Assistant Startup – Founding member

- Took part in founding an AI-based Mental Health assistant Startup.
- Led financial modeling, budget allocation, and IT development for the startup.

Oct '2023

Clothing brand – Founder

- Created a website, design and platform for selling ready-made clothing (mostly T-shirts)
- Took part in advertisement and first video promo creation
- Found manufacturers, contacted and set up the logistics

Personal Characteristics

Skill: Marketplace ads (bids/budgets/targeting); KPI analytics (CTR/CVR/ROAS/ACoS); Pricing & competitor benchmarking, GA4 experience; Excel (Advanced), Time management, Problem solving, good team communication.

Language: Russian (Native proficiency), English (C1, IELTS 7.5), French (A2).

Interest: Brand creation, Coding, Gym (Lifting).