

Ruslan Ishmametov

18 March 1982
Moscow

Contacts
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EMPLOYMENT EXPERIENCE

November 2015 –
Present

OMNI-commerce, Moscow
Founder, e-commerce consultant

- Help companies to launch and improve e-commerce projects: strategy, project planning, p&l, operations, hr assistance, on-line marketing, logistics, it, category management.
- Develop e-commerce consulting services: work out methodology for B2B, B2C, omni-channel e-commerce.
- Educational activity at Netology.ru & RMA

December 2014 –
November 2015

[TechnoNicol](#) 1platforma.ru, Yaroslavl
Head of E-commerce

- Developed new omnichannel strategy.
- Delivered the platform (hybris).
- Started operations and sales.

January 2014 –
December 2014

Media holding «[Action-Media](#)», Moscow
Head of Online Marketing dept.

- Manage, coordinate and support 7 business units and teams at the biggest B2B media company in Russia.
- Implemented new enterprise-level email-marketing solution (Ofsys).
- Implemented content-marketing, remarketing & SEO strategy.
- Launched several events' & webinars' web-platforms as pm.
- Overfulfilled half a year KPIs against forecasts.

February 2012 –
October 2013

[METRO Cash & Carry](#), Moscow
E-commerce Marketing Manager

- Lunched from scratch B2B e-commerce project within the global omni-channel strategy for the 4-th largest retail company in the world.
- IT infrastructure overview: hybris (SAP), Endeca (Oracle), Siebel (Oracle), Scene 7 (Adobe), Pirobase, Optivo, Omniture (Adobe).
- Completed a profound market research. Developed, aligned & implemented omni-channel marketing strategy.
- Calculated P&L (sales forecast, marketing income and costs).
- Overall project management.
- Other 1001 trifles within s.c. 'start-up in a huge organization' conditions.

September 2008 –
January 2012

Co-founder, Moscow
Head of Interneter

- Web-development for clients and bringing own ideas to life.
- Clients: METRO, Interfax, Extra-M, Rostourunion, TransAeroTours, fast-food Teremok & Emelya, BestTraining, etc.
- Responsible for sales and negotiations with clients; clients' consultancy on overall better online performance; pm; accounting.
- Developed and sold 2 start-ups: Ya-Ya – classified, profitably sold to Media3 (AiF, Trud, Extra-m); [Oyy](#) – advertise with one click, an advertising network, profitably sold.

May 2006 – May 2008	METRO Cash & Carry , Moscow Internet-communication Specialist
	— Improved overall online performance and supported offline operations online. Focused mostly on B2B. Web-site's statistics increased from ~700 up to >10 000 visitors per day.
2003 – 2006	EuroBusinessTour, Moscow Technical Director
2001 – 2003	Vand International Tour, Moscow Deputy Tech Director

EDUCATION AND ACADEMICS

2000–2006	Moscow Humanitarian Institute (MosGU), Specialist, International and Intercultural Communication. Honours degree.
2007–2008	Internet-project Management , RMA, State University of Management (SUM)
2009–2010	OTUMKA , Coaching, Professional one-year course for business-trainers.
2011	Enterprisers — Center of entrepreneurial learning, Entrepreneurship/Entrepreneurial Studies

ACTIVITIES, TRAININGS & HOBBIES

- Mountain skiing, bicycling
- Gym
- Fishing

SKILLS

Language skills:	— English (upper intermediate), German & Chinese (forgotten)
Computer skills:	— Can't coding and system administration