

Maria Raevskaya

Sustainability Manager & Retention Product Manager

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Ready to relocate

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WORK EXPERIENCE

Practicum, Remote – Sustainability Product Owner

A global online-school that helps students from Russia, Germany, the USA, Israel and Latam study programming, data, web design and more: **Feb 21 – Present**

- created and started to implement a sustainable development strategy for Practicum Russia
- developed an in-house student production where students can get their first real-life experience in programming while helping charitable foundations: [Masterskaya](#). So far, more than 1,500 students learning programming & design have delivered their first real projects, and 25+ NGOs and human rights organizations got real help for free.
- manage a horizontal working group of developers, learning experience designers, product designers and illustrators; more than 100 different experienced managers are involved in the accessibility processes which increased +15% engagement of our targeted audience
- launch a pilot for people with disabilities to study as QA Engineers at Practicum. The main goal of this experiment is to understand whether our product can or cannot teach people with disabilities with their further employment. For now, there are 6 beta-students with disabilities.
- lead a marketing team of 10 people for the huge federal project where different categories of people (unemployed, with small income, on parental leave, people with disabilities) can study at Practicum with a governmental pay cover from 50% to 100%.
- drive sustainable approach through different product teams up to the top-management and foreign branches (USA, LatAm)

Life Route Foundation, Remote – Fundraiser & PR

A charity foundation that helps mentally disabled people fight for their rights in Moscow, Russia: **Apr 21 – Present**

- made several profound connections with business partners during Covid and fundraised overall 7 million rubles
- taught my colleagues to fundraise on digital platforms: now we get 7% of our annual budget on these platforms
- worked on a long-term fundraising strategy for big donors

SUMMARY

I can make sure your brand and product are sustainable, inclusive and have a positive impact on customers' lives and your business. I can be helpful with delivering impactful products that benefit everyone, as well as with creating, planning and delivering sustainable brand campaigns. My early career held a smattering of different experiences – copywriting, big ideas creation, brand communications & fundraising in charity.

SKILLSET

Sustainability • Accessibility • Diversity & Inclusion • Marketing Communications • Fundraising • Creative Problem Solving • Project Management • Brand Comms • Change Management • Team Leading • StartUp Mindset • Kindness

LANGUAGES

Russian — Native
English — Fluent
Italian — A2-B1

- organized a huge fundraising event — contemporary art auction — where our foundation has fundraised 20 millions rubles (±230,000 euros)

Nochlezhka, Moscow – Fundraiser & PR

The most famous charitable foundation in Russia for homeless people : **Sep 19 – Oct 2020**

- developed a training and employment program for Nochlezhka's clients — homeless people with our partners — Hilton, Leroy Merlin, Vkusvill and several small business companies
- launched social advertising campaigns and PR campaigns with advertising agencies: [flashmob video](#) for helping homeless people in Moscow w/ Russian celebrities (1 mln views in Instagram); an [installation house collab](#) with Leroy Merlin; [a partnership with Lush](#) (500,000 rubles raised)
- during the pandemic launched a humanitarian project for the distribution of hot food to the homeless people of Moscow — the [Night Bus](#): funds were raised to buy a bus, and then I also searched for and coordinated partner restaurants and businesses
- organized and managed NochlezhkaFest — a charity festival supported by famous local musicians. Music and venue were free of charge, 1,000+ guests came, more than 40 publications were published, we raised more than 1,200,000 rubles;

MY PROJECTS

the pplan – Co-founder & Volunteer

A volunteer project that helps Ukrainian refugees get ready for job interviews across Europe. At first 30 days our project has gathered more than 70 active volunteers— senior specialists and hiring managers around the world, including product managers of Google and Nike, CTO's of agricultural startups, engineers, UX designers, you name it. Our team of 12 coordinators has organized 100+ interviews and created an Instagram page with useful employment tips for everyone who is looking for a job in the EU.

EDUCATION

VGIK, Russia – Screenwriting & Drama Bachelor

2012-2016