

Daria Ponimareva

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Experience

Cloud Research

Research Project Manager

Remote

June 2024 — Present

Led 15 complex projects for major clients (Lamoda, Avito, Yandex, X5, etc.)

- Defined business objectives, agreed on research design and methodology, and developed a clear project plan.
- Coordinated team work, monitored deadlines, quality of fieldwork, analysis and reporting.
- Led key communication with the client at all stages, ensuring transparency and predictability of results.
- Organised and conducted sessions with client teams to integrate research findings into product and marketing decisions.

Pragmatica

CBDO/ Head of Research

Remote

November 2022 — May 2024

Leadership and team development

- Assembled and developed a team of 4, developed competency matrix and development plans.
- Conducted 20 external mentoring sessions on product approach and research.
- Helped the studio develop a new business strategy through strategy sessions.
- Published an article and hosted an on-air show on product research and spoke at a conference on AI.

Processes and strategy

- Raised average check by 20% by monetizing the briefing process.
- Improved the process of loading into projects through strategic sprints and workshops.
- Standardized studio processes through service blueprint.
- Optimized the presale and briefing process.
- Improved the quality of deals with a new sales approach.
- Automated research processes with AI and created custom GPTs
- Justified the impracticality of running research into a separate business unit through comprehensive research and unit economics calculations.

Pragmatica

Research Lead

Remote

May 2021 — November 2022

- Conducted market research to relaunch positioning and marketing strategy.
- Introduced research and product culture into the studio by training designers and managers.
- Grew from sole researcher to head of research.
- Conducted over 20 research studies for clients.

Skills

- Leadership and team development
- Strategic planning
- Project Management
- User Experience Research
- Data Management and Analytics
- Process Optimization
- Non-violent communication practices

Languages

- English B2
- Russian Native