

Elizaveta Tereshkina
Business Analyst | B2B, B2C

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SUMMARY

Product Manager with 8+ years of experience building and scaling B2B, B2C, and fintech products. Proven track record of leading products from discovery to launch, including an award-winning insurance product on a banking platform with a 50M+ target audience. Experienced in product discovery, cross-functional delivery, process automation, with measurable impact across revenue growth, adoption, and operational efficiency.

WORK EXPERIENCE

Product Manager | [HomeBuddy](#)

Sep 2024 – present

B2B, Home improvement marketplace, USA market | Switzerland, remote

- Identified a scaling bottleneck in supporting 200+ client CRM systems and drove development of a configurable integration constructor, partnering with the CRM team to replace one-off integrations with a reusable setup model, reducing support tickets by 2x and cutting integration-related T2M to near zero.
- Drove the launch of embedded ThoughtSpot analytics for clients, integrating reporting with disposition data submission to improve data quality, raise submission rates by 37%, and achieve 64% feature adoption.
- Led discovery and cross-functional delivery of an automated ad campaign grouping and optimization engine, replacing manual workflows and processing 2,000 campaigns weekly through AI-assisted performance-based grouping, improving CPA by 4% and optimizing lead flow and ad spend allocation.
- Identified low self-service adoption in the B2B portal and led the design of an onboarding flow with an interactive guide and first-campaign setup, enabling 77% of new contractors to launch independently, increasing overall portal adoption by 21%, and reducing manager-assisted onboarding by 40%.

Senior Business Analyst | [HomeBuddy](#)

Jan 2023 – Sep 2024

B2B, Home improvement marketplace, USA market | Switzerland, remote

- Spotted and developed a new revenue stream by reselling unused leads, securing 4 B2B partners, launched an auction-based model, driving a 3% revenue increase while scaling the solution to 34 verticals.
- Launched 2 new B2B products for SMB and enterprise segments within 3 months, increasing new customer acquisition by 15% within 6 months; the new products contributed 8% of total revenue.
- Led the rapid cross-functional delivery of a TCPA-compliant feature within 10 days, aligning the product with new U.S. regulatory requirements and securing 10% of revenue at risk due to non-compliance.

Senior System Analyst | [SBER](#)

Mar 2021 – Oct 2022

B2C, Insurance | Russia, on-site

- Identified and implemented an opportunity to integrate insurance renewal into the standard sales flow, streamlining the customer journey, and increasing renewal conversion by 15% and product revenue by 6%.
- Led the integration into the company's AI voice assistant, defining conversational UX, model context, and response guardrails to support product discovery and purchase, increasing product-line revenue by 4%.
- Launched the mobile and web customer experience for a new digital risk insurance product, recognized with a 2021 CX World Award for Customer Experience in Finance/Insurance ([link](#)).

Business Analyst | [Moscow Exchange](#)

Dec 2018 – Mar 2021

B2B, FinTech | Russia, on-site

- Led a cross-functional project delivering an automated weekly bond issuer ranking system that ingested 200+ issuer data feeds, tracked risk dynamics, and reduced fault detection time by up to 36%.
- Led the end-to-end design, implementation, and support of an automated, configurable billing solution, replacing a manual billing process across 181 invoicing flows and 400+ B2B clients.

EDUCATION

Plekhanov Russian University of Economics — Master of CS

Sep 2019 – Aug 2021

Bauman Moscow State Technical University — Bachelor of CS

Sep 2015 – Aug 2019

LANGUAGES

English: fluent, Russian: native.

SKILLS

Product Strategy, Product Operating Model, Product Discovery, Roadmapping, Cross-functional Leadership, Stakeholder Management, KPI Ownership, Funnel Optimization, Monetization, User Engagement, Retention, User Research, Customer Journey, MVP Development, Market Research, Business Analytics, Regulated Environments, Agile, Scrum, Jira, SAFe, Confluence, Miro, Figma, SQL, Google Analytics, Heap, ThoughtSpot, AI