

Ilja Zelenov

PRODUCT OWNER · PRODUCT MANAGER · PROJECT MANAGER



About Me

Product professional with 10+ years of experience in B2B/B2C product ownership, agile methodologies, and data-driven decision making.

Contact

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Germany

Personal

Nationality: German
Date of birth: 05 April 1988

Interests

- Generative AI & Product Innovation
- Workflow Automation
- Agile Methodologies

Languages

German	Native
English	C1-level
Russian	B2-level
Romanian	A1-level

🌐 madebyilja.com

🔗 srzt

🌐 iljaz

PROFESSIONAL EXPERIENCE

Apr 2025 – Present Freelance Web & SEO Consultant

MADEBYILJA.COM

📍 SOLINGEN

Freelance project work for SMBs in close collaboration with clients.

Services:

- SEO optimization (on-page & technical)
- Technical website optimization and performance improvement
- Online shop rebuild and migration

Jan 2025 – Apr 2025 Product Management Bootcamp Trainee

DL SCHOOL

📍 REMOTE

Intensive Product Management Bootcamp covering modern concepts, methods, and tools. Developed a FinTech app prototype (Figma) as capstone project, focusing on user research, product strategy, and data-driven design.

Skills Acquired:

- Product Strategy & Discovery
- Product Design & UX Design
- Team & Backlog Management
- Product Analytics & Monitoring
- Jobs-to-be-Done Framework

Dec 2022 – Aug 2023 Senior Product Owner

D.VELOP

📍 REMOTE

Senior PO for d.velop sign – a legally compliant e-signature solution for SMBs and enterprise clients. Responsible for roadmap, backlog, and feature releases within a 12-member cross-functional team (Scrum/Kanban).

Responsibilities:

- Requirements defined and validated as user stories and test cases; 70 user stories per quarter
- Feature prioritization based on strategic OKRs and stakeholder interviews (Development, UX, Customer Success)
- 90% resolution rate for support requests (100 tickets/month); established agile team framework

Feb 2019 – Nov 2022 Senior Product Specialist

MOTORK

📍 DÜSSELDORF

Solution engineering, training, and pre-/post-sales support for the German automotive market in a B2B SaaS environment.

Responsibilities:

- 100+ training sessions for sales and partners (product onboarding, SaaS training)
- User guides and RFP handling for enterprise clients and tenders
- Technical point of contact for enterprise customers
- Interface between Sales, Development, and Customer Success

Achievements:

- CMS and CRM rollout as part of the SaaS portfolio for the DACH market
- Self-service platform reducing support requests by 50%
- Digital rollout for Toyota Germany – 250 dealerships nationwide
- Measurable improvement of CSAT through systematic feedback management and pre-sales support

Nov 2017 – Jan 2019 Product Owner (MarTech)

TRIVAGO

📍 DÜSSELDORF

Ownership of a proprietary product portfolio for SEM advertising campaigns with a budget exceeding €1M. Planning and delivery of product roadmap, releases, and sprints across all markets.

Responsibilities:

- Stakeholder interviews and requirements analysis
- User satisfaction measurement through selection and evaluation of appropriate tools
- OKR definition and tracking for the product team
- A/B testing and performance monitoring

Achievements:

Product Management & Strategy

Product Roadmapping

Backlog Management

Stakeholder Management

A/B Testing

Data-Driven Decision Making

Data Analysis & Tools

SQL

Google Analytics 4

Pendo

Looker

Design & Collaboration

Figma

Miro

JIRA & Confluence

Technical Skills

HTML CSS JavaScript n8n

WordPress Shopify GitHub

SEO

Agile Methods & Frameworks

Scrum Kanban OKRs

Design Thinking Jobs-to-be-Done

- Ownership of trivago's central SEM management software – used globally for multi-million euro advertising spend.
- Migration of a monolithic application (>1M lines of code) to microservices – improved reliability and release speed.
- Complete redesign of the application – more efficient workflows, clearer structure, and modern UX for online marketing teams.
- Integration partnerships with external platforms – coordination and successful project delivery.

Apr 2015
– Nov 2017

Software Quality Assurance (QA)

TRIVAGO

📍 DÜSSELDORF

Quality management with emphasis on automation and efficiency improvements. Led test and release management and oversaw test, staging, and production environments.

Achievements:

- Bug reduction of 25% through refinement of the test framework
- Real-time monitoring to accelerate bug detection
- CI/CD implementation to automate build and deployment processes

Nov 2011
– Apr 2015

Online Marketing Working Student

TRIVAGO

📍 DÜSSELDORF

Managed and optimized advertising campaigns in Google Ads and Bing Ads to improve visibility and conversion rates.

Achievements:

- Reach increase of 30% alongside a CPA reduction of 15% through structured campaign optimization.

Apr 2011
– July 2014

Online Marketing Working Student

DAUS INTERFACES

📍 DÜSSELDORF

Supported SMBs in improving online visibility through SEO and content strategies.

Achievements:

- Significant increase in organic SEO traffic through consistent application of on-page and off-page optimizations.

AWARDS & CERTIFICATIONS

2025

Product Management Certification

DIGITALE LEUTE SCHOOL

📍 REMOTE

Intensive Product Management Bootcamp covering modern PM concepts, methods, and tools.

2025

Generative AI Mastermind Certification

OUTSKILL

📍 REMOTE

Advanced certification in Generative AI application and integration.

2019

Key Talent Award for Outstanding Performance

– 2020

MOTORK

📍 DÜSSELDORF

Recognized for exceptional performance and contributions to company success.

2019

Innovation - Core Value Ambassador

MOTORK

📍 DÜSSELDORF

Selected as ambassador for innovation and company core values.

2012

BOLD Mentorship & Immersion Program

GOOGLE

📍 HAMBURG

Participated in Google's mentorship program for emerging leaders.

EDUCATION

2009 – 2016

Information Science and Language Technology (B.A.)

HEINRICH-HEINE-UNIVERSITY

📍 DÜSSELDORF

Bachelor of Arts focusing on computational linguistics and information systems.