Anastasia Sadovnikova



Product Manager · Internal Tools & Automation · Nonprofit Technology

I'm a product manager and business analyst with 7+ years in tech, including five years as Product Owner at a nonprofit. I help organisations replace manual work, scattered spreadsheets and email chains with tools their teams actually use, from mapping how work is done today to building, rolling out and supporting the new process. At one of Russia's best-known homelessness charities, the donation websites I owned grew to 20% of the organisation's total funding. With a background in APIs, integrations and SQL, I build working tools myself with AI coding assistants.

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Available for paid projects as a B2B contractor

WHAT I CAN BUILD

- **Web apps and dashboards for your team:** internal tools, interactive dashboards and websites
- **Chat bots,** including bots that answer questions from your team's knowledge base
- **Automation of routine work with the tools your team already uses:** Google Sheets and Drive, email, accounting systems

EXPERIENCE

Product Manager / Senior Business Analyst
2024 – 2026

Customer Experience, Samokat app · Russia's leading quick-commerce grocery delivery app, ~785,000 orders a day.

- Launched an ML-based personalised recommendations feed that grew to 7% of the app's total GMV
- Launched upsell and promo tools for the storefront; ad revenue grew 40% over two quarters with no harm to user metrics
- Redesigned an underperforming feature with a data-driven UX; in an A/B test the new version raised add-to-cart from the feature by 10%
- Owned the storefront advertising area end to end: scope, priorities, success criteria and dependencies; wrote specs engineering could build from, then ran UAT and post-launch reviews

Business Analysis Team Lead
2023 – 2024

Customer Support, Yandex · Customer service for 6 Yandex subscription products (streaming, music, ticketing and more): ~39M Yandex Plus subscribers, 800+ support agents.

- Led a team of 6 analysts and mentored them in discovery, backlog grooming and delivery
- Integrated an AI-powered chatbot into customer support, raising the automation rate by 12% and easing agents' workload
- Set up a systematic feedback loop for reporting and fixing issues; recurring process errors fell by 20%

Project Manager
2022 – 2023

Customer Support, Yandex

- Prioritised the backlog of automation initiatives in line with strategic business goals
- Launched English-language support; CSAT among international users rose by 30%
- Introduced new ticket-routing rules, cutting critical support cases by 22% in 3 months

B2B Support Lead
2019 – 2022

Customer Support, Yandex Tickets · B2B ticketing platform for event organisers and theatres, ~400 partners at the time.

- Ran B2B customer support operations across 3 teams (4 managers and 40 support agents)
- Rolled out a new call-centre product; resolution rates rose 25% in three months
- Built a service-quality monitoring system based on customer feedback; critical errors fell by 15%

Product Owner / Fundraiser
2014 – 2019

Nochlezhka · One of Russia's best-known homelessness charities.

- Owned two donation websites end to end (concept, donor journey, payment flows, launch and iteration); they grew to 20% of the organisation's total income
- Built one of Russia's first peer-to-peer fundraising platforms
- Built and kept active a volunteer community as a long-term base of support

BUILT WITH AI

NONPROFIT · 2026

KODA — Köy Okulları Değişim Ağı

I'm building an expense-approval system for a team working in remote regions of Türkiye: multi-stage approval, an unchangeable activity history and exports ready to upload to Oracle NetSuite, with direct API integration as the next step. The goal is to cut the time staff spend on expenses and give grant makers transparent reporting.

PERSONAL · 2026

Turkish vocabulary app

Designed and built a full-stack web app I use every day to learn Turkish (Next.js, Vercel, Postgres).

CAFÉ · 2026

Mars Coffee & Kitchen

Built the café's expense and revenue tracking system, its website and its menu.

EDUCATION & LANGUAGES

MA Anthropology · European University at St. Petersburg
BA Philosophy & Philology · St. Petersburg State University

ENGLISH C1 · RUSSIAN NATIVE · TURKISH B1