



MY PROFILE

Product leader with 8+ years of experience building and scaling digital products across iGaming, eCommerce and technology sectors. Experienced in product strategy, monetization systems, user engagement, behavioral design and cross-functional leadership.

- +34 692 193 840
- arthuraslanyan00@gmail.com
- arthuraslanyan

CORE COMPETENCIES

- AI-Assisted Prototyping
- Team Leadership and Development
- Product Strategy
- SQLBolt, Mode Analytics SQL
- Power BI
- Grafana Labs
- Roadmap Management
- Budgeting and Cost Control
- Monetization Systems

PRODUCT ACHIEVEMENTS

- Led product initiatives gaming verticals serving hundreds of operator brands.
- Managed cross-functional teams responsible for delivery of customer-facing gaming products.
- Defined and executed product roadmaps aligned with commercial and market objectives.
- Introduced new engagement and monetization features to improve player interaction and product competitiveness.
- Delivered multiple game launches from concept to production across regulated markets.

EDUCATION

BACHELOR OF ARTS

English & Communication at American University of Armenia

PROFESSIONAL EXPERIENCE

Senior Product Manager | Game Producer

(Present)

June 2024 – Present

- Owning product strategy and delivery for game development from concept through post-launch optimization.
- Evaluate engagement, retention and monetization opportunities throughout the product lifecycle.
- Identifying business needs and requirements through stakeholder interviews, workshops, and documentation analysis.

Senior Product Manager

(1 year)

April 2023 – Present

- Directed end-to-end product development from concept validation through launch and post-release optimization.
- Defining product vision, goals, and roadmap, ensuring alignment with business objectives.
- Identified market opportunities and drove feature development initiatives focused on user engagement, differentiation, and business growth.
- Conducted market analysis, customer discovery, and competitive benchmarking to inform product strategy and roadmap decisions.

Head of Product Marketing Department

(3 years)

June 2020 – April 2023

- Led a team of Product Marketing Managers across multiple gaming verticals serving B2B operator customers.
- Defined product strategy, roadmap and prioritization processes across casino, sportsbook and gaming products.
- Worked closely with commercial and operational stakeholders to improve customer acquisition, retention and monetization capabilities.
- Introduced product enhancements based on user behavior, operator feedback and market trends.

PROFESSIONAL EXPERIENCE



Project Manager

August 2019 – November 2019

- Working on the development of coolinastore.com
- Managed project execution across multiple stakeholders and vendors.
- Increased project completion efficiency by 15% through process improvements.



Project Manager

January 2019 – July 2019

- Defining campaign and project scope and objectives; developing detailed work plans, scheduling, project estimates and resources
- Organizing, planning, and leading several projects to meet the functional, programmatic, and financial goals of the business
- Responsible for preparing project budget



B2C Marketing Consultant

February 2018 – May 2018

- Defining the social media strategy
- Set up of social pages and positioning of the brand



Product Manager

June 2018 – December 2018

- Owned product requirements and delivery of a digital learning platform and eCommerce ecosystem.
- Collaborated with engineering and business stakeholders to prioritize roadmap initiatives.
- Managed Shopify-based commerce implementation and customer purchasing flows.
- Improved development team delivery velocity by 10% through process optimization.
- Gathered customer feedback and translated insights into product requirements.