



Mykhailo Glodian

Growth Manager

CONTACT ME

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EDUCATION

Bachelor's degree

Kyiv University of Tourism,
Economics and Law/Hotel and
restaurant business
2008 - 2012

Intensive Course

Projector Institute/Product
Marketing Pro
2019

Intensive Course

Y Combinator/Startup School
2021

SKILLS

- Growth Strategy
- A/B Testing
- GTM Strategy
- Email Marketing
- Conversion Rate Optimization
- Lead Generation
- UX Design

WORK EXPERIENCE

Growth Manager 2024-2025

mglodian.com | Rovaniemi, Finland • Remote

Hands-on growth consultant for 2 startups & a 1000+ employee iGaming company. In the iGaming company, I built the A/B testing process from scratch, ran dozens of A/B tests monthly, which significantly improved CR and led to thousands of new paid customers.

Growth Manager 2023

ZTL Payment Solution | Oslo, Norway • Remote

Redesigned and rebuilt the website in 1 month. From 0 to 40+ MQLs monthly for the core product via lead gen. Helped launch a new Fintech FX product from scratch. Secured 20+ monthly pilot users for ZTL Direct with almost 0 budget.

Head of Growth 2021 - 2022

MeaPay | Oslo, Norway • Remote

Built a growth team from scratch (two software developers and a designer) in two months. Redesigned and rebuilt the website in two months. Tested seven European countries in two weeks and collected 736 users before the app launch. Reduced CPL by 31% in Google Ads Campaigns. Mea was acquired by SaltPay for 20+ million EUR in Q4 2022.

Head of Growth 2020 - 2021

Diligences | Kyiv, Ukraine • Remote

Conducted 15+ customer interviews. Achieved +23% CR growth due to a landing page update (focused on credibility, usability, and messaging). Collected 700+ leads after the ProductHunt launch. Launched a blog from scratch, publishing 50+ internal and external articles in 10 months. Grew traffic from 0 to 100k+ organic SEO views and 1.4k+ clicks in 3 months.

Product Manager Retention 2019 - 2020

SportLabs Group | Kyiv, Ukraine

Managed 10+ customer interviews. Created 8 low-fidelity product prototypes for A/B-testing. Implemented chat functionality on match pages, increasing page views, time on the website, and N-day retention. Launched 23 welcome email chains for 23 sites in 9 languages. Implemented Facebook & Telegram bots in 6 different languages, totaling 42 bots. Launched push notifications on 74 websites in 23 languages.

Head of Performance 2015 - 2019

UniSender | Kyiv, Ukraine

Brought thousands of new paid users via PPC, SEO, CRO, content, and other channels every month. Was responsible for a \$840k annual marketing budget. Built and managed a team of 5 people and collaborated with an external agency. Implemented server-side A/B-testing; conducted dozens of statistically significant experiments. Managed 4 projects simultaneously. In one project, tripled the revenue and made it break even.

REFERENCE

Christoffer Thorsheim

foodora / Commercial Director

Email: christoffer.thorsheim@foodora.no