

# GEORGE NURIJANIAN

Product Manager

## INFO

### PHONE

0211350299

### EMAIL

george@nurijanian.com

## LINKS

[Personal](#)

## SKILLS

eCommerce

Tableau

UX

Business Strategy

A/B Testing

Google Analytics

Roadmaps

User Stories

SQL

Python

Brainstorming

Machine Learning

Digital Marketing

## PROFILE

An energized and enthusiastic product manager with an analytics & UX background. Ready to take the next step in my career.

I enjoy strategies and love investigating problems to find well-designed solutions.

Previous product experience with 3 product lines in the e-commerce/travel sector.

## EMPLOYMENT HISTORY

### Digital Product Manager, Online Republic

Auckland, New Zealand

Jun 2018 — Present

Running product across 3 travel brands in Australasia.

- Conduct research to understand current usage and identify high opportunity problems to be solved across the market, current and potential customers.
- Forecast commercial outcomes, business value and customer impact in collaboration with the appropriate in-market teams and Finance.
- Work closely with Engineering to define scope and milestones to ensure on-time and in-scope delivery.
- Partner with UX to validate proposed solutions using prototypes and wireframes to reduce risk and ensure market fit.
- Passionate about shipping experiences that are awesome while minimizing learning curves.
- Show the ability to break down complex technical information to non-technical audiences.

### Data Lead/Data Scientist, DFI

Auckland

Feb 2017 — May 2018

Building up the data science stack within a marketing agency.

Worked on and delivered new product prototypes to enterprise customers in the loyalty marketing space, centred around data science solutions and aimed at increasing partner loyalty.

## HOBBIES

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Weight-lifting, making music,  
writing copy & fiction

## LANGUAGES

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English

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Russian

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### **Pricing & Revenue Exec, Hertz/Ace**

Auckland

Jan 2013 — Jan 2017

Running pricing optimization program, improving yield and upsell opportunities.

Built out forecasting systems and pricing automation, along with a customer-facing solution that enabled immediate operational efficiencies.

### **Pricing Analyst, Zintel/Cogent**

Auckland

Dec 2010 — Dec 2012

Pre-sales analysis of customer data and needs to assist the sales team in achieving their targets.

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## EDUCATION

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### **PG Dip, Business, Unitec**

Auckland

Jul 2009 — Jul 2010

### **Specialist, Commerce, MGIMO**

Moscow

Sep 2003 — Jul 2008