

MIKE KAMAEV

Senior Growth Product Manager | B2C Mobile & Subscriptions | Monetization & Experimentation

Belgrade, Serbia | Remote B2B from Serbia | Open to relocation for hybrid roles

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linkedin.com/in/kamaevm | [CS.MONEY case](#)

Senior Growth Product Manager with 8+ years in B2C mobile, marketplaces, and streaming. At DOWN, I owned 53 end-to-end A/B tests and grew Android revenue about 40%. At CS.MONEY, I owned the core marketplace as top-up conversion tripled and completed trades doubled. Most recently, I built and launched Tinta Voice, taking it from a five-day prototype to a paid public macOS product that generated revenue.

CORE SKILLS

A/B testing | Mobile monetization | Pricing & paywalls | Activation & onboarding | Conversion optimization | End-to-end experimentation | Product analytics (Amplitude) | User research | Cross-functional leadership

PROFESSIONAL EXPERIENCE

Product Manager - Tinta Voice (part-time, self-employed)

Mar 2026 - Present | Belgrade

- Built and launched Tinta Voice without a co-founder, agency, or development team; moved from a five-day prototype to a paid public macOS release in four months, then generated first revenue.
- Owned product, engineering, go-to-market, pricing and checkout, licensing, analytics, legal, distribution, and support; collaborated with an independent designer on final UI and motion.

Growth Product Manager - DOWN Dating & Social Apps

Jul 2023 - Dec 2025 | Remote

- Owned 53 end-to-end A/B tests across monetization, onboarding, and product quality for a dating product with 15M+ registered users; 43% win rate.
- Grew Android revenue about 40% through pricing, paywall, and offer experiments, using retention and refund rates as guardrails.

Head of Product - BRAZY Gaming Marketplace

Jun 2022 - Jul 2023 | Remote

- Took a gaming marketplace from concept to launch in six months; owned product strategy, unit economics, P&L, and cross-functional hiring.

Product Owner, Core Marketplace - CS.MONEY

Jan 2020 - Feb 2022 | Remote

- Funnel analysis and around 100 customer interviews showed that core trading and payment flows, not registration, were the main growth constraint; moved from onboarding to core ownership.
- Tripled top-up conversion, doubled completed trades, and increased direct-purchase conversion by 30%.
- Led 20 developers, 5 QA specialists, and 1 product manager; moved releases from every 4-6 weeks to every 1-2 weeks.
- Led a staged marketplace migration for millions of users, keeping the legacy product available for about a year while closing power-user gaps.

EARLIER EXPERIENCE

Product Manager - Angry / Strelka Institute | Apr 2019 - Dec 2019

Audited a proposed technical solution and saved approximately \$13K in development costs.

Product Manager - ivi.ru | Oct 2018 - Apr 2019

Shipped anti-fraud domain validation, subscription alerts, and registration incentives for a consumer streaming service.

Product Manager - Voximplant | Sep 2017 - Oct 2018

Worked on self-serve call automation and client voice-bot projects for banking, retail, and logistics.

EDUCATION & LANGUAGES

English - full professional proficiency | Russian - native | Two years of Computer Science coursework - Goldsmiths, University of London