MIKE KAMAEV

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

Belgrade, Serbia | Full-time remote B2B | Hybrid with relocation | Remote
+381 62 1690 420 | mishakamaev@gmail.com
linkedin.com/in/kamaevm | DOWN case | CS.MONEY case

Senior Growth Product Manager with 8+ years in consumer apps and marketplaces, focused on paid conversion and monetization. At DOWN, owned monetization experiments on iOS and Android and grew revenue on the lagging Android platform by about 40%; at CS.MONEY, tripled top-up conversion.

COMPANY EXPERIENCE

Growth Product Manager - DOWN Dating & Social Apps Jul 2023 - Dec 2025 | Remote

- **Owned monetization and onboarding experiments on iOS and Android** for a dating app with 15M+ registered users: 53 end-to-end A/B tests, 43% win rate.
- **Grew Android revenue by about 40%** after finding it earned about 6x less than iOS despite similar engagement; used pricing, paywall and offer experiments, with 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

- **Tripled top-up conversion, doubled completed trades** and increased direct-purchase conversion by 30% relative.
- Shifted product priorities from registration to trading and payments, based on funnel analysis and around 100 customer interviews.
- 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.

INDEPENDENT WORK

Independent Product & Growth Consultant - Self-employed Sep 2026 - Present | Remote

- Product and growth consulting for digital products, covering event taxonomy and tracking plans, reviews of onboarding and core user flows, and analysis of conversion, pricing, and free-to-paid journeys.

Product Manager & Creator - Tinta Voice (part-time) Mar 2026 - Present | Belgrade

- Created and built Tinta Voice, a paid macOS app for local dictation and file transcription; launched it publicly in July 2026 and generated revenue after launch.
- Owned development, pricing, checkout, licensing, go-to-market, analytics, legal and support.

EARLIER EXPERIENCE

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

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

Product Manager - Voximplant | Sep 2017 - Oct 2018

CORE SKILLS

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

EDUCATION & LANGUAGES

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