

Daria Kasatkina

Product Manager | Product Marketing Manager

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7+ years of experience in product management, specializing in data-driven product development. Proven ability to define and execute product roadmaps, launch impactful user-focused features, and lead cross-functional teams to deliver measurable business outcomes. Passionate about building and scaling products that empower users and enhance productivity.

Work experience

Sep 2025 –
present
Belgrade, RS

Senior Product Manager at Tabby

Tabby is a fintech company working in the Middle East, providing BNPL and other services to more than 15 million users shopping with 40 thousand merchants. Tabby is one of the Middle East's most valuable fintech companies, with a valuation of \$4.5 billion as of October 2025.

I am currently in charge of launching an in-house CRM/BPM engine solution for all of the Backoffice teams at Tabby to enable AI-based agentic automations and efficient cross-domain collaboration.

Jun 2022 –
Aug 2025
Moscow, RU

Product Manager at Avito (Support Tools)

Avito is the largest classified website in the world with more than 44 mln MAU and more than 1,1 million support enquiries monthly. I am in charge of product discovery and delivery at Avito Helpdesk and Help Center.

- Launched 3 LLM-based tools for customer support efficiency, up to -3% AHT in each scenario;
- Launched a new ML-based caller enquiry classification detector in voice channel that improved agent assignment accuracy by 5%;
- Launched an in-house JSSIP-based softphone for 1000+ voice customer support agents:
 - \$50+k / year saved on vendor licenses for the agents;
 - Avoided vendor lock and mitigated end of support from previous vendor.
- Updated the CSAT collection method for the largest support enquiry flow channels; score rate increased 2x;
- Delivered updates to the Help Center enquiry classifier to reduce the number of return enquiries and increase first contact resolution rate:
 - Enquiry flow reduced by 6,5%, saving up to 2000 hours of agent handle time monthly (20 full-time equivalent units).
- Implemented new enquiry assigning tool across verticals to improve agent occupancy +3-5% depending on the vertical and improve Service Level.

Dec 2020 –
Jun 2022
Moscow, RU
1 year 7
months

Product Manager at Tinkoff

Tinkoff is a top-3 retail bank in Russia, named Most Innovative Digital Bank in Central and Eastern Europe at 2021 World's Best Digital Bank Awards and awarded Bank of the Year in customer care based on user reviews in 2021.

- Built and grew a new customer support knowledge base service from 0 to 30k MAU from scratch:
 - Moved the customer support agents from a highly unstable legacy service;
 - Increased the content search precision in knowledge base and support help bot by 10% by moving to ElasticSearch.
- Helped the product team in my business unit adopt the more data-based approach to hypotheses and testing by rolling out Amplitude and creating event hierarchies for the products:
 - Unlocked the ability to use A/B testing in our products with less spending of engineers' time.

Jun 2019 –
Dec 2020
Moscow, RU
1 year 7
months

Product Manager at Modulbank

Modulbank is a top-10 bank for SME in Russia, with more than 200k businesses as their user base.

- Managed connection of the bank to Visa B2B (Swift alternative service) to save \$\$ on currency transfers for the clients by switching to a payment service not requiring usage of a third-party partner bank:
 - Conducted market research of Swift alternatives and chose Visa B2B as a potential partner;
 - Together with the team of financial analysts created a PNL model to evaluate the potential value in the agreement;
 - The bank was connected to Visa B2B in 2021.

Skills & Tools

A/B Testing | Stakeholder Management | Data Analysis | Strategy | Roadmap | Prioritization | Customer Research | Statistics | Agile Project Management | Leadership | Python (pandas, seaborn: basic) | SQL (basic) | Amplitude | Tableau | Redash | PowerBI | Figma | Jira | Google Analytics | CJM | JTBD | Double Diamond framework