

Dmitrii Verveiko

E-commerce & Operations Director

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Remote · EU time zones · Open to relocation to Spain

E-commerce and digital operations leader. Nineteen years in retail, seven of them leading e-commerce in the furniture industry. Runs marketplaces, websites, CRM and cross-functional teams; measured on revenue and channel efficiency. Comfortable in both permanent leadership roles and project engagements.

HIGHLIGHTS

- Scaled a new brand's marketplace revenue 4x in 12 months ($\approx 9 \rightarrow 34$ M RUB/month) while cutting the ad-cost share from 11.5% to 7%.
- Doubled website conversion in two companies through product analytics, UX and checkout optimisation.
- Grew a sales team from 8 to 70 people in one month during the 2020 lockdown; online sales up 4x with all showrooms closed.
- Rebuilt post-sales operations: complaint resolution from 10 days to 3, NPS +11 points.
- Set up closing-the-loop NPS in Mindbox with LLM-based analysis of customer feedback.

EXPERIENCE

MAR 2023 — PRESENT
REMOTE (YEREVAN)

E-commerce & Operations Director

Dyatkovo (SOHO) — one of Russia's largest furniture manufacturers

Own marketplace strategy, CRM, the direct online channel and post-sales operations.

- Scaled e-commerce 4x in 12 months on Ozon, Wildberries and Yandex Market: assortment expanded to ≈ 740 SKUs in 12 categories, competitive pricing model, restructured ad operations with per-category ROAS targets.
- Launched a new product line as a separate P&L; 5x year-over-year growth in year one.
- Led a full website relaunch from vendor selection to release; conversion doubled through SEO, product analytics, UX and checkout work.
- Built backlog and task management for a 50-person cross-functional team across product, marketing, logistics and customer support.

FEB 2022 — FEB 2023
REMOTE

Head of E-commerce

Angstrem — major furniture retailer · full P&L · team of 72 (content, customer care, online sales)

- Doubled visit-to-order website conversion.
- Launched marketplaces as a new revenue channel.
- Merged internet marketing and online sales into one operational unit; introduced a feature-prioritisation framework for site development.

SEP 2021 — FEB 2022
REMOTE

Head of Customer Experience

Dyatkovo

- Increased online chat conversion 10x; built omnichannel touchpoint tracking; systematised hotline complaint handling; drafted a loyalty-programme framework.

OCT 2018 – SEP 2021
VORONEZH

Head of Online Sales & Customer Experience

Angstrom · team of up to 20

COVID crisis management, 2020

- Showrooms closed overnight; in one month the team grew from 8 to 70 and a remote call centre of 80 operators was launched from scratch. Online sales grew 4x; the year exceeded pre-pandemic revenue.
- Conversion and operations
 - Doubled website conversion (0.5% → 1%); raised average online order value to offline level.
 - Redesigned lead routing: commercial and service calls separated, response time 10 → 3 minutes, missed leads to zero.
 - Grew custom-furniture service sales by 33%; contributed to the omnichannel model, mobile app launch and CJM as a decision framework.

DEC 2006 – FEB 2018
VORONEZH, RUSSIA

Offline retail, 11 years

From sales associate to store manager and department head: Maratex (UK fashion brand, 2006–2012), Melon Fashion Group and Gallery Chizhov (2012–2015), Sportmaster (2015–2018).

SKILLS

E-commerce & marketplaces

Ozon, Wildberries, Yandex Market; channel P&L; pricing and assortment management; seller operations; category expansion; omnichannel.

Marketing & analytics

Performance advertising, ad-cost/ROAS control, ROMI models, attribution, conversion optimisation, product analytics, BI dashboards, customer journey mapping.

AI & automation

LLM-based feedback analysis, process automation, AI-augmented operations design, tool selection.

Operations & project management

Cross-functional and remote teams, SLA design, contractor management, crisis management, prioritisation, stakeholder alignment.

CRM, CX & customer operations

Mindbox, segmentation, NPS / CSI / CSAT, closing the loop, reputation management, customer research, contact-centre operations.

Tools

Notion, Mindbox, Bitrix24, Google Workspace (advanced Google Sheets: models, dashboards), Claude and other LLMs in daily work.

EDUCATION

2001 – 2006

Master's in Russian Language & Literature
Voronezh State Pedagogical University

2022

Internet Marketing
Netology

LANGUAGES

Russian — native
English — B2/C1, working proficiency