

NATALIA KLEPIKOVA
Product Operations Manager
+38268594048 | klepkanatka@gmail.com | [Linkedin](#)
Herceg-Novi, Montenegro | Open to remote

Product Operations Manager with 8+ years of experience in customer operations, process design, workflow automation, CRM implementation, KPI tracking and cross-functional delivery. Built scalable operational systems for 200+ active clients, automated 10+ workflows, replaced 50+ disconnected spreadsheets with a centralized CRM infrastructure and created portfolio reporting for leadership. Experienced in improving customer journeys, onboarding, feedback loops, service standards and team enablement, with measurable results including up to 70-80% task automation, up to 40% faster response times, NPS growth from 89 to 94% and 10 hours saved per week through knowledge management and process optimization.

PROFESSIONAL EXPERIENCE

Product Operations Manager | Remote

Nov 2025 – Present

Rolevia | AI-driven career services startup delivering personalized career development and job search support

Key Achievements

- Designed and scaled customer operations processes for 200+ active clients, reducing response times and improving service consistency across the customer lifecycle.
- Built CRM infrastructure and automated 10+ cross-functional workflows, replacing 50+ disconnected spreadsheets with a centralized operational system → clear data view and saved team hours
- Created a centralized KPI tracking and portfolio reporting system covering customer success, conversion and operational metrics, enabling leadership to monitor performance in real time.

Ownership

- Owned cross-functional product operations initiatives across Product, Customer Success, Sales and Operations, improving internal workflows and customer-facing processes.
- Developed and rolled out operational playbooks, SOPs, process maps, implementation documentation and training materials to standardize onboarding, execution and team enablement.

Product & Customer Operations Manager | Montenegro

Aug 2023 – Oct 2025

CheDesignSchool | EdTech school providing online design education, student onboarding, and customer experience support

- Improved customer operations and communication systems for B2C and EdTech businesses by optimizing workflows, customer journeys, communication funnels, retention, conversion and customer experience.
- Led CRM implementation, onboarding workflows, task-tracking systems and operational standards across customer-facing teams, improving service consistency and cross-team execution.
- Automated up to 70-80% of routine tasks through CRM, task trackers, workflow optimization and process documentation, reducing manual coordination and improving team efficiency.
- Reduced response time by up to 40% and increased first-contact resolution by identifying operational bottlenecks and translating customer-facing issues into scalable process improvements.

Head of Customer Service | Remote

Sep 2018 – Aug 2023

AquaClub | Premium B2C family leisure center focused on guest experience, service quality, and operational efficiency

- Managed and scaled customer experience operations, leading 15 direct reports and coordinating 30 additional staff while building service standards, structured workflows, KPI dashboards, customer service algorithms and a Notion knowledge base to improve service quality, operational efficiency and first-contact resolution.
- Improved team performance and customer experience through recruitment, onboarding, training, feedback analysis and meeting facilitation, increasing customer satisfaction by 18%, reducing staff turnover by 15%, raising NPS from 89 to 94%, reducing issue resolution time by 17% and saving an estimated 10 hours per week across the team.

Earlier Roles 2011- 2018: Customer Care Manager (Milkyfairies), **Product Specialist** (NDA Medical Company)

SKILLS

Product Operations: product operations, product lifecycle, product adoption, product enablement, product operating processes, roadmap support, portfolio reporting, product governance

Process & Workflow Management: process design, process optimization, workflow design, workflow automation, operational excellence, continuous improvement, systems thinking, change management

Customer Operations & CX: customer journey mapping, onboarding processes, support operations, service design, retention optimization, conversion optimization, first-contact resolution, response time optimization

Cross-functional Delivery: stakeholder management, cross-functional collaboration, facilitation, project delivery, client onboarding, implementation coordination, prioritization, problem solving

Metrics & Reporting: KPI design, KPI tracking, dashboarding, reporting, data analysis, performance tracking, customer feedback loops, quality control

Documentation & Enablement: SOP development, process documentation, operational playbooks, knowledge management, training materials, internal guidelines, team onboarding

Tools: 1C, Bitrix, AmoCRM, HolliHop, GoHighLevel, Notion, Coda, Zapier, Figma, Codex AI agents, Miro, Trello, Asana, Google Workspace

Languages: Professional level in English | Native in Russian

EDUCATION

Product Management Program, EPAM | 2023 - 2024

Organizational Management, Humanitarian Education Institute | 2008 - 2012

Medical Degree, Pavlov First Saint Petersburg State Medical University | 2005 - 2011