



Buzumurga Mikhail

D2C & eCommerce Manager · Dubai, UAE

Male, 31 years, born on 3 October 1995

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Work experience - 10 years 7 months

April 2024 - till now

Japan Tobacco International (Dubai) - D2C eShop Manager

- Business owner of the ploom.ae D2C store launch (project May 2024 - Oct 2025): requirements, Adobe Commerce (Magento) platform, integrations, configuration and content. Launched on the planned date with no delays, together with Accenture, JTI global and local IT and partner developers.
- Found and selected local partners and negotiated contracts for payments (HyperPay), buy-now-pay-later (Tabby) and delivery (Swiftbox).
- Designed the order management system (OMS) from scratch with a developer: order flow, screens, reports and functions; ran the translation of the whole store into Arabic.
- Run the store end to end with a lean two-person team: trading, CRM, UX and operations.
- Proposed and launched abandoned-cart recovery via email, SMS and WhatsApp with promo codes, Tabby instalments, order-status emails from the OMS, custom OMS reports by order and SKU, and Google Maps listings for the brand's shop-in-shops; helped configure and test the global Ploom Club loyalty and Refer a Friend programmes.
- Since Feb 2026 also own paid media for the brand (programmatic and Meta).
- Lead AI-visibility (GEO) work: monitoring how the brand appears in ChatGPT, Perplexity and other AI assistants.

February 2022 -
March 2024
2 years 1 month

Nestle Infant Nutrition Business Unit (Moscow) - DTC eShop Manager

- Managed the direct-to-consumer online shop, collaborating with agencies and business partners to enhance daily performance.
- Drove expansion into 21+ cities within 6 months, executed 10+ UX enhancements, and initiated targeted promo campaigns using RFM CRM segmentation, leading to significant sales growth.
- Integrated additional products with the NHS Business Unit, boosting traffic and sales. Successfully migrated the eShop to a new warehouse, optimizing business profitability and operational efficiency.

August 2021 - February
2022
7 months

Nestle Purina PetCare Business Unit (Moscow) - Senior Search and WebDev Specialist

- Meticulously managed the Paid Search and WebDev budget in terms of long-term SEO and Paid Search marketing strategy, ensuring efficient allocation of resources;
- Collaborated with digital agencies, media planner, and brand managers to orchestrate end-to-end development of 30+ seamless promo and landing page projects;
- In collaboration with eCom team development and implementation of a joint approach with key eCom clients for placement in the search for selected queries;
- Coordinated the development and strategic placement of content across websites in collaboration with brand teams, central teams, and agencies, resulting in the creation of over 200+ articles.

December 2018 -
August 2021
2 years 9 months

Nestle Purina PetCare Business Unit (Moscow) - SEO and Paid Search Specialist

- Management of agencies and partners to develop and implement a long-term SEO and Paid Search marketing strategy to stimulate consumer awareness and sales growth for all 9+ Purina brands;
- Definition of KPI for monitoring and track the progress of execution of SEO and Paid Search marketing strategy;
- Management of: Paid Search campaign planning, strategy budget, SEO and tech optimization for websites, development and placement of content in cooperation with brand managers;
- Demonstrated outstanding results through the management of a long-term SEO and Paid Search marketing strategy, leading to a remarkable 728% increase in overall site traffic. Significantly improved query positions on Yandex and Google, enhancing search visibility and performance.

December 2017 -
December 2018
1 year 1 month

Nestle IT Unit (Moscow) - Junior Business Analyst

- Successfully passed Roskomnadzor PDL audit and KPMG ISMS audit as an owner of digital security control. As a result, ISO 27001 was confirmed;
- Managed implementation and launch of: PIM system, CRM system, hosting infrastructure for websites in Kazakhstan, mobile app Nespresso RU from formalizing business requirements till the go-live;
- Successfully certified 4 private cloud solutions for business units following internal procedures. Collaborated with cloud solution providers and business owners to prepare documentation;
- Owned and developed relationships with hosting partners, working with them to optimize and enhance the mutual integration and efficiency of business processes;

September 2016 -
November 2017
1 year 3 months

Nestle IT Unit (Moscow) - Junior System Analyst

- Oversaw security and compliance for 31 digital assets across Russia and the CIS.
- Led the migration of 21 sites to a new setup (Jenkins, GitLab, Capistrano), streamlining continuous integration processes.
- Developed an information portal with a ticketing system, reducing request processing time from 1 hour to 10 minutes, generating 783 tickets during implementation.

March 2016 - September
2016
7 months

Nestle (Moscow) - Trainee

- Ensured the security and compliance of 28 websites, including maggi.ru, kitkat.ru, and nespresso.ru;

Education

2023 - 2025
PhD program

Plekhanov Russian University of Economics Moscow
PhD program, Finance & Economics - coursework completed, thesis not yet defended

2019 - Master

National Research Technological University "MISIS", Moscow

2017 - Bachelor

National Research Technological University "MISIS", Moscow

Economics and Management of Industrial Enterprises, Business Informatics (Bachelor of Business Informatics)

Key skills

Languages

Russian - Native

English - C1 - Advanced

Skills

Adobe Commerce / Magento

OMS design & integrations

Partner selection & contracts

Payments & BNPL

WordPress

Telegram Mini Apps

CRM

Paid media (programmatic, Meta)

SEO

GEO / AI visibility

UX

Google Analytics

Yandex Metrica

Power BI

Project management

Agile

Jira

Git / GitHub

GitLab

Jenkins

PHP

HTML/CSS

SQL

C#

React

Claude Code