Hristo Apostolov

Product Owner, Product Manager

Bilingual Product Owner / Product Manager with 5+ years' experience in digital product development, project management, and communication. Skilled at translating business needs into actionable features, managing backlogs and roadmaps, and collaborating with cross-functional teams. Strong interest in data-driven decision making, user experience, and SaaS marketplaces.

Professional Experience

Product Owner - Pichet Group (IT Department), Pessac, France

October 2022 - Present

Main products:

Corporate website www.pichet.fr (visibility, lead generation) PIM Akeneo SaaS (internal data management platform)

Key responsabilities

- Collected and translated business requirements from Marketing & Communication teams into user stories and functional specifications.
- Managed the product backlog and contributed to roadmap planning and budget tracking.
- Coordinated with developers and designers to deliver features, from specification to QA testing.
- · Organized steering committees to align stakeholders around priorities.
- · Supported feature rollouts with Marketing (internal presentations, documentation).
- Monitored product performance (SEO, analytics) to identify improvements.

Tech Stack: Jira, Confluence, APIs, Postman, Screaming Frog SEO, Tyk.io, Figma, Google Search Console

Digital Project Manager - Gazoleen, Floirac

July 2020 – September 2022

Key responsabilities

- Designed and integrated the front-end of an e-learning platform with 1,500+ users.
- Led UI/UX design for the business website, improving usability and brand identity.
- · Executed SMS & email campaigns, tracked KPIs and optimized acquisition.
- · Built and optimized social media strategies to increase engagement.
- · Translated stakeholder needs into functional specifications and followed up on delivery.

Tech Stack: MySQL, Twig, WordPress, SCSS, JavaScript, Adobe Creative Suite, SendinBlue

Marcom Manager – Famille d'Exéa, Carcassonne, France

July 2016 - July 2019

Key responsabilities

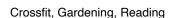
- Launched the company website and defined the external communications plan (emailing, SMS).
- Managed social media channels and organized international events.
- Built partnerships and represented the company at trade fairs.
- Coordinated brand consistency across internal and external stakeholders.

Tech Stack: Adobe Creative Suite, WordPress, MySQL, Jasavascript

Education and Certifications

RNCP Certification – Multimedia & Web Integration, AP Formation, Toulouse (2018–2019) Master's Degree – English Applied to International Management, Toulouse III (2013–2014) Master's Degree – International Business (English & Russian), Nancy 2 (2012–2013) Bachelor's Degree – Applied Foreign Languages (English & Russian), Nancy 2 (2009–2012) Erasmus – Business Administration, Högskolan Dalarna, Sweden (2010–2011)

Hobbies





Contact

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Tech skills

MySQL
HTML
CSSS
Javascript
APIs
SEO

Product & Tools

Jira

Confluence

Product Backlog

Agile (Scrum)

Creative skills

Photoshop
Illustrator
InDesign
Figma

Spoken languages

French
English
Bulgarian
