

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 responsibilities

- 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 responsibilities

- 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 responsibilities

- 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, JavaScript

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

Crossfit, Gardening, Reading



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	★★★★★