

Nurlan Ergeshov

Chief Operating Officer

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PROFESSIONAL SUMMARY

Operations, Product and Marketing Executive — COO / CPO / VP Product & Growth — with 17+ years of experience leading product development, growth, and retention. Proven ability to scale AI and other platforms.

EXPERIENCE

AI Character Platform — COO

Mar 2024 – Present (1 year 5 months) | Limassol, Cyprus

Drove 40% MoM user growth via growth-hacking and viral loops. Scaled ARR to mid-7 figures; achieved profitability in under 10 months. Shipped 40+ features including photo and video generation.

Subscription-Based Creator Monetization Platform — COO and CPO

Dec 2020 – Mar 2024 (3 years 3 months) | Limassol, Cyprus

Grew ARR to mid-7 figures, MAUs to 1M+, and creator base. Led a cross-functional 50-person squad.

TradingView — Lifecycle Marketing Advisor

Sep 2018 – Nov 2020 (2 years 2 months) | London, United Kingdom

Designed lifecycle marketing architecture for a 50M-user fintech community.

Top-50 Worldwide by Traffic Streaming Platform — Head of Retention

Oct 2017 – Dec 2020 (3 years 2 months) | Limassol, Cyprus

Built omni-channel CRM delivering 10B+ messages/month. Boosted retention 4× and reduced churn by 75%. Cut campaign payback from 45 to 14 days via analytics-driven optimization.

Acronis — Marketing Automation and Retention Lead

Mar 2008 – Oct 2017 (9 years 7 months) | Moscow, Russia and Burlington, United States

Managed 5M B2C / 500K B2B contacts. Achieved +\$4M ARR uplift by improving DR, OR and CR.

Web Studio Art Vision PG — Full-Stack Engineer and UI Designer

Feb 2005 – Mar 2008 (3 years 1 month) | Moscow, Russia

Shipped 200+ websites and implemented interactive, responsive and SEO-optimized templates.

EDUCATION

Software Engineering

Information Systems and Technology, Faculty of Applied Cosmonautics

Moscow State University of Geodesy and Cartography, 2003 — 2008

Product Management

Laba, 2021

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