

MAX EMELIANENKO

Business Operations Lead · Systems & Growth

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PROFESSIONAL SUMMARY

I take ownership of business problems from diagnosis through implementation. Over four years leading business operations at a premium gifting e-commerce company, I launched new revenue channels, rebuilt management reporting, and created the systems that connected commercial work with day-to-day delivery.

I combine commercial judgment with hands-on implementation across business processes, financial models, automation, and cross-functional launches. Open to Business Operations Lead, Director of Operations, and early-stage COO roles, as well as scoped transformation projects.

Selected results: Doubled revenue in two scaling years through channel expansion and operating improvements · Launched 4 GTM channels · Built an automation backbone with 15+ API integrations · Reconciled order-level P&L against cash movement to within about 1% annually

PROFESSIONAL EXPERIENCE

Business Operations Lead | Premium Gifting E-commerce Company | 2022-2026

Owned commercial and operating systems across sales channels, management reporting, automation, and cross-functional launches.

- **Launched and operated 4 GTM channels** from initial business case and process design through implementation, measurement, and day-to-day use. Revenue doubled in two scaling years without proportional growth in headcount.
- **Rebuilt the company P&L from individual orders** and reconciled it independently against cash movement. The model became the basis for decisions on pricing, channels, delivery formats, and investment.
- **Built the automation backbone** with n8n and 15+ API integrations across commerce platforms, banking, CRM, and order handling, replacing repeated manual handoffs with traceable workflows.
- **Designed an automated order-routing system** connecting a marketplace, in-house production, and a fulfillment partner. It enabled the channel to launch without hiring at least two people for shift-based order handling.
- **Reworked pricing and unit economics** to separate channel-specific costs from company-wide expenses and make contribution margins visible.
- **Rebuilt the B2B channel** through direct outreach and partnerships, including its workflow, CRM setup, and performance tracking. Outbound was one part of the wider commercial system.

Independent Product — Loyalty Card SaaS | 2026-present

Designed, built, and sold an Apple Wallet and Google Wallet pass service for small-business loyalty programs. Signed the first paying customer on a development fee plus monthly service model.

Earlier Experience | 2017-2022

Worked across customer experience and digital acquisition in B2C environments, building practical understanding of service operations, retention, and acquisition economics.

CAPABILITIES

Business operations: Operating model design · Process ownership · Cross-functional launches · Channel management · Project delivery

Commercial and financial: P&L · Cash flow · Unit economics · Pricing · Channel economics · Management reporting

Systems and automation: n8n · REST APIs · Python · SQL / PostgreSQL · CRM configuration · Data pipelines · AI-assisted workflows

Growth and GTM: Channel strategy · Marketplaces · Direct sales · B2B partnerships · Outbound systems · Customer lifecycle

Languages: Russian — native · English — B2