

# Max Rozmetov

## CRM & Marketing Automation Specialist

Mobile: +44 7549 097417 | Email: [farruhrozmetov@gmail.com](mailto:farruhrozmetov@gmail.com) | LinkedIn: [www.linkedin.com/in/maxrozmetov](https://www.linkedin.com/in/maxrozmetov)  
Portfolio:

### PROFESSIONAL SUMMARY

---

I build CRM systems and automations that turn email programmes into revenue. Seven years across fintech and Insurtech (Flagstone, Simply Business), now architecting CRM from zero at edtech startup OctoLearn: a 30,000-contact database, 6,500 paying customers, and AI-assisted forecasting the leadership team actually uses. Looking for CRM Manager / Marketing Automation roles in teams that want to be AI-first about lifecycle marketing.

### PROFESSIONAL EXPERIENCE

---

#### OctoLearn

London, UK

Feb 2025 - Present

- *Senior CRM Architect, Operations*

- No CRM existed when we started. Built it from the ground up with a team of two: grew the leads database to 30,000 contacts and converted 6,500 into paying customers, a 21.7% conversion rate, through layered segmentation and automated nurture flows.
- Ran email campaigns that drove 9,000 app downloads, then built in-app notification sequences to convert those users. 1,200 took monthly paid subscriptions, 13.3% from download to paid.
- Built AI-assisted revenue forecasting dashboards tracking lead volume, conversion rates and projected revenue, giving leadership live pipeline visibility instead of monthly snapshots.
- Used AI to segment app users by English proficiency, then set up automated enrolment campaigns moving lower-level learners into paid courses with no manual intervention.
- Currently running multilingual campaigns in English, Russian and Kazakh for the Kazakhstan expansion.

#### Flagstone Group

London, UK

Nov 2022 – Dec 2024

- *CRM Marketing Executive, Acquisitions*

- Owned CRM for the financial adviser side of the business. Automation lifted CTR from 3.6% to 4.7% and conversion from 4% to 7%, a 75% relative improvement, feeding 2.7% overall customer-base growth.
- Built a weekly automated Top Rates email for individual customers and financial advisers, covering partner rates including Goldman Sachs. Open rates went from 4.5% to 18% on a 50,000-strong list. That programme became one of the main engagement drivers as Flagstone pushed toward its £10 billion AUA goal.
- Led the migration from Salesforce Pardot to Marketing Cloud: coordinated data migration, rebuilt templates, and nothing broke in the switch.
- Designed onboarding automations to catch users before they dropped off; churn came down 3% as a result.

#### Simply Business

London, UK

Aug 2017 – Sep 2019

- *eCRM Executive*

- Built an email automation around policy renewal windows, targeting customers as their business insurance came up for expiry. Renewal rates went from 11% to 19%.
- Took the monthly newsletter from 6% to 12% open rates with interactive elements: animated GIFs, countdown timers. Small changes that made a real difference to engagement.
- Worked with the data team to clean up slow SQL queries, cutting average run times by 3 to 4 minutes so the team could pull and act on data faster.
- Handled GDPR compliance across all CRM assets ahead of the 2018 deadline.

## FOUNDER PROJECTS

---

### Anveal — AI pre-send governance for CRM teams | [anveal.com](https://anveal.com)

- Pre-send QA for regulated CRM teams. Deterministic checks on counts, suppression and timing; reasoning models for audience logic and personalisation; the output is a defensible governance report with findings and fixes. Designed, built and shipped solo.

### DomBazar — AI-Orchestrated Marketplace Platform

- Mobile-first marketplace PWA, live in production: quality-checked listings, three-language localisation, transactional email and push notifications. Next.js, Firebase, Cloudinary, Resend. Shipped solo, end to end.

## SKILLS

---

- CRM & automation: Salesforce Marketing Cloud, Pardot (Account Engagement), Journey Builder, AMPscript
- Data & analytics: SQL, Excel, A/B testing, AI-assisted forecasting dashboards
- Technical: HTML & CSS email development, Figma, LLM APIs, various AI model orchestrating
- Languages: English, Russian, Uzbek, Turkmen

## EDUCATION

---

### University of Brighton

- Marketing Management BSc (Hons), First Class Honours

**Brighton, UK**

2020-2022

### Chartered Institute of Marketing

- CIM · Innovation Marketing
- CIM · The Digital Customer Experience

**City, Country**

2022

2021