

Alexandr Petrov

Technical Product Manager — SaaS · Monetization · Team Leadership

Contact

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 - **Location:** Moldova · Remote-ready
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Summary

SaaS product professional with 8 years on a platform for seafarers — from generalist (development, content, SEO) to product manager. When the product faced shutdown in January 2026, I took over and grew MRR from \$100 to \$967 (9.7x) in 6 months with zero ad spend — monetizing an existing ~30,000-user audience. Full cycle: strategy → development → monetization → team leadership. English B2, remote-ready.

Experience

Product Generalist → Product Manager

SaaS test-prep platform for seafarers · 2018 – present

2018–2025 — Generalist: development, content, SEO. Grew the site organically to ~30,000 monthly users with no ad budget.

Jan 2026 – present — Product Manager (turnaround):

- Led product turnaround: \$100 → \$967 MRR (9.7x) in 6 months, same traffic, zero ad spend
 - Redesigned monetization: free → freemium; first sales within 6 weeks (first sale March 27)
 - Implemented SEO-safe paywall (Schema markup) — no Google penalty, bounce rate flat
 - Added revenue channels: premium subscriptions, PDF sales, limited free search
 - Unlocked non-PayPal markets (Turkey) with crypto payments
 - Win-back program: personally converted ~15 unpaid orders to sales
 - Led team of 3 editors; trained them from zero to self-sufficient content production
 - Tracked conversion funnel by device (6.2% desktop / 4.5% mobile view→purchase)
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Skills

Product: Monetization strategy, Pricing, Freemium models, Prioritization, User research, Conversion funnels, Growth (SEO, retention, win-back)

Technical: WordPress, PHP, JavaScript, HTML/CSS, TailwindCSS, Payments (PayPal, crypto, Anypay), Google Analytics, PageSpeed, AI-assisted development

Management: Team leadership, Delegation, Mentoring, Stakeholder communication

Languages: English B2, Russian native

Achievements

- First sale March 27, 2026 — the moment the product became real
- By July, buyout offers were coming in — and declined