

TOM MELNIKOV

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PROFESSIONAL SUMMARY

Startup operator at the intersection of data, product, and operations. 5+ years building internal tools, redesigning processes, and leading cross-functional projects at seed and Series A companies. Track record of shipping systems that move revenue: \$112K enterprise deal closed, ~\$120K annual logistics savings, 83% latency reduction, \$3K+ recovered in a single week through better rep workflows. Comfortable writing specs for engineers, building with AI-assisted coding, and owning the data stack end-to-end.

PROFESSIONAL EXPERIENCE

SharpStakes - iGaming startup (\$1M+ MRR, 30+ employees)

March 2026 - Present

Analytics Engineer

Toronto, ON, Canada

- Own analytics engineering and internal tooling across sales, affiliate ops, and leadership at an iGaming startup (\$1M+ MRR, 30+ employees); first managerial-scope role running cross-functional projects with the in-house dev team.
- Shipped custom internal CRM replacing Bubble's admin UI: 8 personalized rep workstations with live activity streams, a shared user glossary (cross-rep contact + deposit history), and filterable search - team describes as a "day and night" improvement.
- Built Slack nudge bot flagging 48h+ unconfirmed ambassador deposits to stop margin shrinkage from unclaimed payouts; one rep recovered \$3K+ in a single week from previously dropped follow-ups.
- Stood up Supabase as off-Bubble data layer (webhooks + scheduled sync); integrated Dots, Venmo, and Calendly data not previously captured, and deployed OpenClaw AI agent on a VPS to scrape 18 partner sites with no API access, replacing ~14 hrs/week of manual tracking.
- Scoped 4 epics / 66 engineering tickets to rebuild Bubble admin panel for 300+ live campaigns into a single filterable workspace; shipped. Built 11 internal dashboards (rep-personalized, admin, sales, data export) driving daily decisions across sales and exec.

HockeyStack - Series A (YC & Bessemer)

November 2025 - March 2026

Data Analyst, GTM & Revenue Operations

San Francisco, CA, USA

- Ran requirements-gathering with enterprise accounts to identify analytics gaps; translated business needs into dashboard specs that prevented churn and contributed to contract expansion of an at-risk account.
- Designed automated ticket routing classifying 200+ weekly support inquiries, distributing 90% of low-complexity issues to outsourced support and freeing internal engineering for strategic work.
- Audited API integrations across Salesforce, HubSpot, and ad platforms to resolve data synchronization issues, ensuring accurate GTM performance reporting for leadership decisions.

SkipRecruit - Co-founded project (sunset November 2025)

May 2025 - November 2025

Co-Founder, Business Systems Analyst

Toronto, ON, Canada

- Led user research with 110+ job seekers; translated pain points into MVP scope and a prioritized development roadmap.
- Analyzed 118K+ job postings to define quality filters; shipped semantic matching via vector database, iteratively tuned to a 70% relevance threshold.
- Diagnosed backend bottleneck through query analysis; partnered with engineering to cut core operation latency from 23s to 4s (83% improvement).

Spector AI (Seed Stage)

May 2024 - April 2025

Business & Reporting Analyst

Toronto, ON, Canada

- Sole business-focused hire across 400+ customers; bridged product, customer operations, and exec strategy from planning through execution.
- Analyzed usage patterns in BigQuery/Postgres and identified business users overloaded on engineering-focused pages, leading to platform split that cut SDR setup time from 2 hours to 20 minutes (83% improvement).
- Designed automated feedback classification processing 400+ support tickets, cutting manual review from 8+ hours/week to zero and surfacing roadmap themes for product.
- Built Power BI dashboards consolidating product usage, customer health, and support metrics; reduced manual reporting effort by 40%.

Fling.AI (Series A)

May 2023 - September 2023

Growth & Market Analyst

Bangkok, Thailand

- Led enterprise POC with DHL resulting in \$112K contract; ran needs assessment, built the business case, and partnered with engineering on a tailored solution - deal anchored the Series A raise.
- Built financial projections and market analysis comprising ~50% of the Series A pitch deck; ran Monte Carlo simulations modeling unit economics and runway scenarios.
- Researched Singapore data governance (PDPA) for market entry and recommended a partnership-first GTM strategy informing regional expansion.

Moto-Velo (Retail & Supply Chain SME)

January 2020 - December 2021

Junior Business Analyst

Chelyabinsk, Russia

- Analyzed logistics across 4 distribution nodes and built cost-benefit case for direct China-Vladivostok-Chelyabinsk rail route; implemented, saving ~\$120K annually.
- Built SQL pipeline consolidating 10+ operational sources; automated reporting cut manual data collection from 10 hrs/week to 2 hrs/week (80% reduction).
- Designed customer segmentation and social media campaign that grew private retail customer base by 30% (~80 customers) over 12 months.

EDUCATION

Humber College - International Business *January 2021 – April 2024*

University of Vienna - Political Science *January 2018 – April 2020*

SKILLS

Operations & Product: Internal tooling, process design, cross-functional project leadership, requirements gathering, stakeholder management, Agile/Scrum, technical specs, change management, data governance

Data & Engineering: SQL, Python, Supabase, BigQuery, Postgres, webhooks, API integrations, ETL, Power BI, Power Automate, financial modeling, Monte Carlo, AI-assisted coding (Claude, Cursor)

Tools: Bubble, Salesforce, HubSpot, Slack API, JIRA, Confluence, Google Workspace

Certifications: Product Management Foundations (IBM) · Python for Data Science (IBM) · SQL & Databases (IBM) · Scrum Master (LearnQuest) · Strategic Planning (LinkedIn)