

# Aleksandrs Nosovs

## Fraud Investigations Manager, Fraud and Payment Risk

Lisbon, Portugal | +\*\*\* \*\*\*(mobile, WhatsApp, Telegram) | [\\*\\*\\*@gmail.com](mailto:***@gmail.com)

### Summary

With over 16 years of experience in the travel and music industries, I bring a wealth of expertise to my current role at App in the Air, a top-rated travel companion app and a 2021 Webby Honoree. My background includes significant positions such as the former Head of Customer Experience at Aviasales, emphasizing my deep industry knowledge and leadership capabilities. Key strengths and accomplishments include:

- **Fraud Prevention:** Designed and implemented an advanced anti-fraud system that slashed operational losses by over \$100,000 monthly, ensuring a secure transaction environment for users.
- **Support Leadership:** Effectively managed a customer support team of up to 10, enhancing service quality and team performance through strategic hiring and onboarding processes.
- **User Experience Optimization:** Spearheaded the development of a community exceeding 3 million members, driving customer satisfaction and engagement through dynamic loyalty programs and robust social media campaigns.
- **Multilingual Communication:** Leveraged my multilingual skills to enhance global communications and customer interactions, reinforcing my role as a B2B/B2C specialist.

Based in Lisbon, I specialize in optimizing user interactions and driving brand loyalty through innovative strategies, backed by international acclaim from Forbes, Wired, The New York Times, and Travel+Leisure.

### Professional Experience

**Head of Customer Success and Communications** | App in the Air, Inc.

August 2018 — Present

App in the Air is a travel assistant that helps to plan, book, track, and manage your travels.

---

Support leadership and communication excellence in a dynamic, customer-focused environment.

- Designed an anti-fraud system that saved over \$100,000 per month; reduced operational risks.
- Managed 5-person customer support team, improving performance and quality of service.
- Streamlined hiring and onboarding, increasing new hire integration and productivity.
- Led Freshdesk migration to Zendesk, improving SLA and data management.
- Accelerated community growth to 3M+ members, increasing engagement through strategic communications.
- Designed loyalty program with customized rewards, improving customer retention.
- Implemented social media strategies, increasing brand visibility and interaction.
- Created a robust internal and multilingual knowledge base for effective knowledge sharing.

**Chief Executive Officer, Founder** | MyMusic.Travel

October 2017 — Present

My passion project, MyMusic.Travel – an innovative platform for music lovers! We are redefining travel for music lovers, making every trip more fun, exciting and socially connected.

---

- Innovative content and discovery features allow users to explore incredible events.
- Users can seamlessly book their entire experience, from tickets to accommodations, all in one place.

**Social Media Marketing Manager** | Aviasales/ Jetradar

October 2010 — December 2014

Aviasales/Jetradar is a travel metasearch platform with a monthly audience exceeding 15 million users.

- 
- Developed a robust customer support system managing 5,000+ monthly requests with 95% satisfaction in a fast-paced B2C environment.
  - Established customer support across channels, enhancing user accessibility.
  - Implemented systems for request management, improving service delivery.
  - Led adoption of Zendesk and HelpScout, streamlining operations.
  - Managed team of 10, fostering problem resolution and excellence.
  - Instituted KPIs reducing response times to 6 hours.
  - Developed brand advocate community for product testing and feedback.

**Social Media Marketing Manager** | Aviasales/ Jetradar

October 2010 — December 2014

---

I specialize in driving business growth through innovative social media marketing and B2C business development strategies. Below is a summary of my key achievements:

- Developed and executed strategic plans for corporate social media, achieving a 10x increase in ROI.
- Launched new channels (Instagram, Telegram, YouTube) and built a significant following: 113k on Instagram, 2.4k on YouTube, and 1.5k on Telegram.
- Implemented a comprehensive system for tracking social media ROI and revenue, optimizing user acquisition and retargeting cost-effectively.
- Led the development of a corporate blog that attracted 450–600K unique monthly users, achieving a 7% conversion rate to new paying customers.
- Authored impactful articles for industry media, boosting brand awareness and loyalty while reducing acquisition costs.
- Designed and implemented an affiliate management system, conducted market research, and managed strategic partnerships with major platforms like Zanox, TradeDoubler, CJ, Admitad.
- Oversaw system monitoring, auditing, and management, leading to a 20% growth in new partnerships and revenue.
- Speaker and trainer from 2013–2017, covering topics such as increasing sales through social media, synergies between social and affiliate programs, achieving top AppStore rankings on a minimal budget, and monetizing social network traffic.
- Engaged international audiences as a speaker and mentor at major European conferences such as a4uexpo Europe, TBEX Europe, RockItCon and Startup Weekend from 2013 to 2015.