Data-driven and self-motivated IT-focused specialist with a marketing education and 12 years of experience in working with various digital projects, including building a successful B2B global e-commerce platform. 6 years of working with agile methodologies cooperating closely with business partners and tech specialists. Certified Product Owner.

E XPE RIE N CE

09.2020 – present   Hempel Paints Poland Sp. z o. o.

Digital Product Manager (Digital Business Team) – global function

- Acting as a applications owner of customer facing solutions by strategically planning their growth and development.
- Building and managing the team backlog, gathering business and technical requirements, prioritizing features, creating transparency with stakeholders and development teams.
- Creating and maintaining global e-commerce solution and growing online sales.
- Maintaining close relationship with internal and external users.
- Managing the stakeholders and their expectations.
- Making sure that all involved parties understand the business benefits, and work with the product end in mind.

02.2016 – 09.2020   Hempel Paints Poland Sp. z o. o.
E-commerce Specialist (Digital Business Team) – global function

- Acted as a product owner and discovered new product opportunities.
- Analysed and managed new features requests - designed end-to-end use cases.
- Created and maintained global e-commerce solutions.
- Collaborated with engineers, designers, UX specialists.
- Presented progress and results to stakeholders.
- Managed the product backlog.
- Performed trainings for internal and external users globally.
- Supported Digital Customer Interface users (both internal and external).
- Applied Agile methods and processes to promote a disciplined and transparent project management process.
- Conducted market research.

TECH SKILLS

- Azure DevOps
- JIRA
- SCRUM
- Google Analytics
- SQL (basics)
- Microsoft Dynamics 365

TRAININGS

- Professional Scrum Product Owner™ I (PSPO I) (certificate)
- Professional Scrum Master™ I (PSM I) (certificate)
- Technical Product Management
- Product Management
- Agile Meets Design Thinking

03.2015-03.2016

DLF Sp. z o. o.
Digital Specialist (E-commerce / Digital marketing)

- Planned, coordinated, analysed and optimized diverse internet advertising campaigns for brands: iRobot, Crock-Pot, Stader Form, Kohersen, Robomow using Google AdWords and Google Analytics.
- Scheduled, coordinated and developed email marketing and social media marketing campaigns.
- Cooperated with SEO companies - implemented best practices and solutions to websites.
- Liaised between all the parties involved in the day-to-day management of the e-commerce field that is: IT, sales, customer service, marketing, administration and main distributors.
- Consulted, tested and improved the user experience aspects for new and existing websites.
- Managed several online shops.

12.2008-04.2015

Ergonauta.pl
E-Commerce Project Manager

- Created and developed e-commerce site from scratch.
- Created and developed product portfolio.
- Managed various aspects of the brand (market analysis, forecasting, stock management, tracking performances, tracking market trends etc.).
- Cooperated with graphic designers and software engineers.
- Implemented website content, improved search engine optimization.
- Planned, coordinated, analysed and managed digital advertising campaigns.
- Compiled product information and provided up-to-date content (using both CMS modules, HTML).

11.2007-11.2008

Mypolacy.de Sp. z o.o.
Project Development Coordinator

- Developed and launched new version of web portal - cooperated with graphic designer and software engineers on a daily basis.
- Designed and planned new website elements and functions, improved user experience design.
- Planned, coordinated, analysed implementations and tests for new web solutions.
- Prepared and managed advertising campaigns (digital and press).

E D U C A T I O N

University of Gdansk
- Management and Marketing
- Field of specialisation: Marketing
- Title: Master
- 2003-2008