

SUMMARY

Product Manager with experience in data analysis and AdTech. Currently responsible for the development of a global shopping list application used by millions of users. I translate insights into concrete product decisions, developing features that support both user needs and business goals. I lead cross-functional teams, create roadmaps, prioritize tasks, and implement solutions using Agile methodologies. I have a proven track record of measurable business and product success, including a 4x increase in ad effectiveness and a 10x growth in premium subscriptions. I was also responsible for the full implementation of an AI assistant within the app.

I am looking for a role where I can scale high-impact products, influence strategy, and lead teams to achieve measurable business results.

EXPERIENCE

Product Manager @ Listonic

2024 – Present

- Responsible for the development of a global application, balancing a user-centric approach with monetization goals.
- Leading a cross-functional team (iOS, Android, Backend, Design, QA) and coordinating collaboration with stakeholders and partners.
- Defining the product roadmap, prioritizing initiatives, and delivering solutions using Agile methodologies.
- Developing and scaling the AdCompanion SDK – an advertising product for internal and external apps (end-to-end ownership).
- Utilizing data analysis and A/B testing to optimize KPIs and drive product decisions.
- Conducting R&D and rapid prototyping using AI to design and validate new features.
- Translating business and sales requirements into product and technical specifications.
- Monitoring the market and identifying new product and monetization opportunities.

AdOps Specialist @ Listonic

2019 – 2023

- Providing technical support to the sales department and clients in executing ad campaigns and managing ad servers.
- Analyzing data and reporting (Google Sheets, iPython, Google Apps Script) to support business decisions.
- Creating KPI dashboards in Google Data Studio to monitor campaign and application performance.

EDUCATION

Master's Degree, Accounting and Financial Management — University of Lodz

2019 – 2021

Bachelor's Degree, Finance and Accounting — University of Lodz

2016 – 2019

SKILLS

PRODUCT MANAGEMENT Product Strategy · Discovery · Roadmapping · Prioritization · Growth & Retention · Monetization · Agile · Product Documentation

DATA & ANALYTICS Data Analysis · Data Visualization · A/B Testing · KPI Definition & Monitoring · Data-Driven Decision Making

TOOLS & TECHNOLOGIES SQL · Python · Google Apps Script · Looker Studio · Excel · Jira · Confluence · Figma · AI Prototyping · Firebase · GA4 · BigQuery

LANGUAGES

English — B2