

Dennis Otto



Personal Info

Email
dennis.otto85@gmail.com

Phone
+48 535 240 084

Skills

- Strong Stakeholder Communication
- A/B Testing
- Data-driven decision making
- AI Tools for SEO
- Prompt Engineering for Generative AI
- Funnel Conversion Improvements
- HTML, CSS, JavaScript (Intermediate)

Languages

- German (Native) - C2
- English - C2
- Polish - C1

Work History

2024-09
- present

Senior Growth Product Manager

Omnicalculator, Remote

- Leading programmatic advertising initiatives for publishers, optimizing revenue through data-driven ad operations and innovative ad layouts.
- Driving AI-powered SEO growth initiatives to increase organic visibility and user acquisition.
- Implementing technical SEO strategies to improve Core Web Vitals, indexation, and overall site performance.
- Designing and executing A/B testing experiments to refine user experience, ad performance, and SEO effectiveness.
- Mentoring junior and mid-level product managers, fostering skill development and supporting career growth.
- Collaborating with cross-functional teams to integrate monetization experiments into the product roadmap, focusing on maximizing user value.
- Utilizing analytics to refine strategies and measure the impact of SEO and advertising efforts.
- Prioritized roadmap in order to achieve product goals and metrics.

2022-10
- 2024-08

Growth Product Manager

Toptal, Remote

- Leading SEO projects from conception to execution, ensuring timely delivery and alignment with business objectives.
- Overseeing the company's highest-performing pages, driving significant organic leads and generating over \$100 million in annual revenue, while ensuring alignment with business objectives and maintaining top-notch design quality.
- Launching rapid experiments to validate hypotheses based on user research and data insights, increasing conversion from 8.8% to 11%, generating \$10.8M in annual revenue.
- Identifying opportunities and building an MVP to help automate and scale rapid experiments, improving sign-up conversion and reducing the cost of experimentation by 70%.
- Leading multiple SEO AI projects, incorporating advanced AI tools to enhance SEO strategies, improve search rankings, and stay ahead of industry trends.

2021-07
- 2022-12

Product Manager

Ready2order, Remote

- Growth and Acquisition (FinTech)
- Ready2order, Warsaw, Berlin, Vienna
- Optimize customer lifecycle processes to enhance conversion across the funnel
- Develop and execute product roadmap, focusing on strategy, prioritization, and business growth impact
- Increase website traffic and discover new lead sources
- Focus on online growth, lead acquisition, SEO, and performance marketing
- Enhance metrics such as retention, ARPU, and MRR
- Improve website, webshop, and user onboarding for better conversion
- Collaborate with designers, engineers, researchers, and data scientists to identify customer problems and opportunities
- Manage projects from ideation to implementation and launch, ensuring

excellent execution

2018-07
- 2021-06

Product Manager

Webinterpret, Warsaw

- Developed and implemented subscription models tailored to e-commerce solutions, enhancing customer retention and driving recurring revenue growth.
- Manage e-commerce marketplace solution, the main revenue-generating product (eBay)
- Define and analyze metrics to measure product success
- Collaborate with Engineering, Data Science, Content, UX Design
- Marketing, Customer Success, and Sales teams
- Develop new features under tight deadlines and changing requirements
- Handle internal and external stakeholder management (e.g., eBay and Amazon)
- Identify market opportunities and define product vision, roadmap, and strategy
- Gather customer requirements to develop new products and enhance existing ones
- Engage closely with Engineering for best technical implementations
- Execute internal and external product launches collaboratively with crossfunctional teams

2014-07
- 2018-06

Customer Experience Manager

Webinterpret, Warsaw

- Lead team performance reviews, 1on1s, and feedback sessions
- Develop and implement service and retention strategies
- Conduct competitive benchmark analyses and recommend strategic initiatives
- Optimize customer experience through collaboration with key stakeholders
- Define and execute customer satisfaction surveys (NPS)
- Manage and motivate the team, ensuring strategic success.

Education

2008-10
- 2012-03

International Economics and Public Policy, Bachelor of Science - BS

Johannes Gutenberg University, Mainz

2010-08
- 2011-02

Bachelor of Science - BS

Warsaw School of Economics, Warsaw

2016-10

Economics, Master of Science

FernUniversität, Hagen