Maciej Kwarciany

Key Accoutnt Manager / Business Analyst / Web Traffic SME

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PERSONAL SUMMARY

Business-savvy data driven analyst a blend of strategic thinker and technical expert. Fluent in SQL, and data analytics yet able to run high impat contract negotiations.
Bridging the gap between strategy and execution in tech-driven environments. Bringing a holistic approach to problem solving, especially in high-stakes, compliance-sensitive environments.

On the business side, an understanding of market dynamics, financial models, and corporate strategy. Allows me to negotiate and close high-impact contracts, ensuring that agreements are not only profitable but also aligned with long-term company objectives.
On the technical side, knowledge of the system architecture and data flows, allows me to discuss the solution feasibility, troubleshoot bottlenecks, and ensure that what's being built aligns with the company's vision.
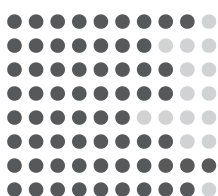
ACHIVEMENTS

● Identified and analyzed inconsistencies in how web traffic from **Key customer** was routed and attributed to our platform. Successfully rebuilt the data flow and tracking logic, which led to a **85% increase in client revenue and enabled new platform development initiatives** based on more actionable info.

● Developed linguistic analysis tool to detect and quantify domain name misspellings using Levenshtein distance wchich **increased inventory monetisation by ~40%**

● Developed and introduced multiple MVP solutions that were later implemented company-wide, hugely improving internal processes efficiency & reducing workload

SKILLS

Advanced Excel
Google Analitics
PostgreSQL
Aws Athena
Python
Digital Ocean tools
Web traffic Analysis
Data Auditing

CERTIFICATES

Open Source Intelligence (OSINT)   Niebezpiecznik.pl
Prompt Engineering: How to Talk to the AIs   Coursera.com
Building Generative AI Agents   Google Cloud

LANGUAGE SKILLS

Polish
Proficiency

English
Proficiency

German
Beginier

EDUCATION

Cracow University of Economics
    Product Management (2014 - 2017)
    Event Management (2015 - 2018)

Andrzej Frycz Modrzewski Krakow Universityty
    English Philology in Business Administration
    (2011 - 2014)

EXPERIENCE

Commerce Media Tech (Zeropark) (05.2017 - Present)
A leading ad-tech company specializing in performance marketing and traffic monetization solutions.

● **Technical Key Account Manager** (06.2023 - Now)
  ○ Managed enterprise-level client relationships, driving revenue growth for high-value accounts,
  ○ Negotiated contracts and collaborated with C-level stakeholders to align technical solutions with business goals,
  ○ Partnered with cross-functional teams to implement AI-driven-tools for web traffic optimisation,
  ○ Built custom analytics dashboards to track KPIs, enabling clients to scale budgets with real-time decision-making insights,
  ○ Spearheaded a critical migration for a top client, improving efficiency and increasing by 85% YoY revenue

● **Account Manager/Senior Account Manager** (06.2020 - 05.2023)
  ○ Acted as a bridge between clients and engineering teams, translating business needs into tech requirements,
  ○ Collaborated with Product teams to roadmap client-requested features

● **Content Quality Specialist** (05.2019 - 04.2020)
  ○ Conducted in-depth audits of ad traffic quality across publisher networks, implementing fraud detection measures,
  ○ Developed internal guidelines for traffic filtering and content approva later adopted as a company-wide standard

Raven Sp.j. (05.2017 - 10.2018)
Trade company from Krakow specializing in the distribution of high quality clothing and tourist equipment

● **Brand manager**
  ○ Styed in contact with suppliers & managed procurement,
  ○ Prepared forecasts and order valuations,
  ○ Managed stakeholder relationship,
  ○ Conducted market research and competitor analysis

Vounteer work (08.2014 - 12.2021)
● **Head Event Coordinator** for "Kraków Mountain Festival"
  ○ Event operations management,
  ○ Division of tasks and responsibilities between volunteers,
  ○ Volunteer workflow overview,
  ○ Equipment delivery coordination

HOBBIES & INTERESTS

Sailing   Brewing   Mountains   Cinema

Rock climbing   Reading   Diving   Travel