



# Maciej Kwarcianny

Senior Business Analyst/ Web Traffic SME

Business-savvy, data-driven analyst with 6+ years of experience, Combining strategic thinking with strong technical expertise, with a proven track record of translating complex data and system behavior into measurable revenue growth.

## Personal Summary

Data-driven business professional, blend of strategic thinker and technical expert. Skilled at bridging the gap between strategy and execution in technology-driven environments, Fluent in SQL and data analytics yet comfortable with leading high-impact discussions with senior stakeholders and enterprise-scale clients.

Bringing a holistic approach to problem solving. Acting as a trusted technical advisor, especially in high-stakes, compliance-sensitive environments.

### \$ Business Expertise

Understanding of market dynamics, financial models, and corporate strategy. Ability to negotiate and close high-impact contracts, ensuring agreements are profitable and aligned with long-term company objectives.

### <> Technical Expertise

Knowledge of system architecture and data flows enables discussion of solution feasibility, troubleshooting bottlenecks, and ensuring technical builds align with company vision.

## Professional Experience

### Commerce Media Tech (Zeropark)

Senior Business Analyst

12.2025 - Present

- Spearheaded a critical infrastructure changes for Key client (40% company revenue) resulting in a sustainable 85% YoY revenue increase.
- Technical Lead of Asana, Jira, Slack and Microsoft ecosystems migration, use of in-house methodologies delivered \$75k+ operational savings.
- Developed number of MVP solutions and automations, now integrated into the core product infrastructure, improving scalability and reducing workload.

### Commerce Media Tech (Zeropark)

Business Analyst/ Key Account Manager

05.2025 - 11.2025

- Diagnosed and corrected misconfigured client integration, reducing data discrepancy by 20pp subsequently driving a 25% revenue uplift over next quarters
- Engineered data-driven margin optimization that boosted profitability by 12% while maintaining competitive pricing.
- Architected custom real-time KPI dashboards using SQL and Python to simplify decision-making.

## Commerce Media Tech (Zeropark)

Technical Key Account Manager

06.2023 - 04.2025

- Architected a proprietary Python matching engine to detect brand-related domain typos increasing inventory monetization by 20%
- Acted as the primary technical liaison between C-suite stakeholders and engineering teams to roadmap high-priority product features.
- 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
- Built custom analytics dashboards to track KPIs, enabling clients to scale budgets with real-time decision-making insights

## Codewise Sp. z o.o.

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

## Codewise Sp. z o.o.

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 approval later adopted as a company-wide standard

# Key Achievements



### Revenue Growth via Data Integrity

Identified and analyzed inconsistencies in web traffic routing from key customer. Rebuilt data flow and tracking logic, resulting in 85% increase in client revenue.



### Linguistic Analysis Tool

Built validation system to cross-reference millions of domain against brand keywords, accounting for human typing behavior (e.g., keyboard proximity errors) to identify undervalued domains. This automated solution reduced analysis time from days to hours and directly drove a inventory monetization increase by ~20%.



### Revenue Optimization

Diagnosed and corrected misconfigured client integration using third-party server verification, cutting reported discrepancies by 40pp driving a 25% revenue uplift over subsequent quarters.



### Process Innovation


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



### Volunteer Leadership

Head Event Coordinator for "Kraków Mountain Festival", managing event operations, volunteer workflow, and equipment delivery coordination.

# Skills

 Data Stack

SQL (PostgreSQL, AWS Athena)


Python (Pandas, NumPy)

Cloud Computing (VM/EC2)

API Integrations

Generative AI & LLMs

Advanced Excel

 Analytics

Google Analytics

Power BI

Data Visualization


Web Traffic Analysis

Fraud Detection

Jira

Asana

Confluence

 Business

MVP Development


Stakeholder Management

Contract Negotiation


Process Automation

Revenue Optimization


# Certificates

 Python for Data Science, AI & Development


IBM | OCT 2025

 Data Analysis with Python


IBM | SEP 2025

 Databases and SQL for Data Science


IBM | AUG 2025

 Generative AI Agents with Vertex AI

GOOGLE CLOUD | FEB 2025


 ChatGPT & Zapier: Agentic AI


VANDERBILT UNIVERSITY | FEB 2025


 Open Source Intelligence (OSINT)


NIEBEZPIECZNIK.PL | JUN 2021


# Personal Interests


 Scuba-Diving


 Mountains

 Cooking


 Sailing


 Climbing


 Reading


 Cinema


# Get In Touch

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I agree to the processing of personal data provided in this document for realising the recruitment process pursuant to the Personal Data Protection Act of 10 May 2018 (Journal of Laws 2018, item 1000) and in agreement with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation).