



Maciej Kwarciany

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).