



Jasmin Watolla

Conversion Optimization Manager | Data-driven Product person

Curious and questioning mind leveraging data-driven insights and UX research to drive business growth and improve product performance. Passionate about solving customer problems and creating amazing products.



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Berlin, Germany



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SKILLS

Data Analytics

A/B Testing

SQL

Google Analytics

Product Development

Problem Solving

UX Research

Strong communicator

LANGUAGES

German (mother tongue)



Polish (mother tongue)



English (C1)



Spanish (B2)



Portuguese (A2)



ACTIVITIES

Inline skating

(Programming) Languages

Football

PROFESSIONAL EXPERIENCE

Conversion Optimization Manager - Checkout & Financing Auto1 Group - Autohero

07/2021 - today

Berlin, Germany

Responsibilities

- Utilizing quantitative data to identify pain points and opportunities for optimization, giving significant direction to our product strategy
- Conducting UX research in form of surveys, UX interviews and screen recording analysis to gain valuable qualitative insights to fill the gaps and explain customer behavior
- Conducting A/B tests to understand the impact of product changes in the Checkout and contributed to 5% increase in conversion rate in Q4 on average across all 9 markets
- Owning the experimentation strategy and backlog, leading to improvement in UX and product development process through A/B testing
- Managing cross-functional features and Marketing initiatives to drive business growth

Associate Product Manager - Checkout & Integrations Grover Group GmbH

09/2020 - 07/2021

Berlin, Germany

Responsibilities

- Launched a pre-order function in combination with a bundle and add-on feature for a launch campaign together with Samsung
- Led large-scale infrastructure and UX overhaul project to improve partner integrations, resulting in a seamless checkout experience and unlocking growth opportunities
- Developed B2B Offer Tool to streamline offer creation process and improve B2B checkout experience

Junior Business Development Manager - B2B Grover Group GmbH

03/2020 - 08/2020

Berlin, Germany

Responsibilities

- Led the Product Discovery of a rental solution to facilitate tech equipment procurement and management for business customers
- Implemented ongoing optimization and improvement of the sales lead funnel and processes
- Provided weekly reports on B2B business and sales performance
- Manage key accounts to maintain and grow relationships with strategic customers

Working Student Business Development and Sales - B2B Grover Group GmbH

07/2018 - 01/2020

Berlin, Germany

Responsibilities

- Second member of the team, co-responsible for building up and scaling the B2B solution
- Managed B2B inbound sales and key accounts
- Gathered customer feedback and identified opportunities for optimization of the B2B product; worked closely with the Product Manager to enhance the product

EDUCATION

International Business Administration European University Viadrina

10/2015 - 03/2020

Frankfurt (Oder), Germany

Courses

- Bachelor thesis in Macroeconomics: "Does the Polish National Bank follow a monetary policy rule?"
- Exchange year at Pontificia Universidad Javeriana Cali, Colombia