



# Konrad Sopala



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konradsopala



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yoimkonrad

## Experience

### Developer Marketing & GTM Lead | May 24' - September 25'

- Architected product interviews and product feedback system
- Did founder-led GTM motion (600k impressions, 250% follower growth)
- Led Oxl's product pivot and brand positioning & narrative revamp
- Community engagement via conferences, meetups and social media
- Technical product marketing, blog, docs, social media, SEO

### Developer Community Program Manager | March 23' - March 24'

- Launched and led Auth0 Community AMA series (2.5k monthly views)
- Run Auth0 Community Member Spotlight program (1.6k monthly views)
- Developed community monthly newsletter (3.8k monthly views)
- Built programs analytics (PostgreSQL, Python, Sheets API)

### Developer Community Lead | April 21' - March 23'

- Led Auth0 community team (4 people) + community marketing efforts
- Run product launches, beta programs, builders highlights, announcements
- Crafted social media, FAQs, blogs on the community (20k monthly views)
- Re-built community engineering involvement (~13% increase in MAU)
- Run developer activity, segmentation but also content performance data

## Learning

- + **Developer Marketing: Core**  
Product Marketing Alliance
- + **Product Marketing: Core**  
(Product Marketing Alliance)
- + **Professional Scrum Product Owner**  
Scrum.org
- + **PMP (in progress)**  
PML.org

## Skills

Tech Product Marketing

Content

Growth & Attribution

GTM

Analytics & SQL

Software Development

DevRel & Community

Programs Management

Technical Writing

Developer Events

## Education



### Master's Degree

Computer Science and Econometrics  
Thesis: *Implementation project of an application for pattern recognition in medical data using iOS and watchOS*  
2017 - 2019



### Bachelor's Degree

Computer Science and Econometrics  
Thesis: *Data Science using Python*  
2014 - 2017

## Developer Ecosystem



GitHub Campus Expert

2018 - 2019



Developer Community Manager

2018



Developer Community Manager

2017



Co-Founder

2015