

Konrad Sopala

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Experience |

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|---|--------------------------------|
| Developer Marketing Lead Oxla | May 24' - September 25' |
| Integrated technical product marketing, content, developer relations and GTM which led to landing first customers and improved brand awareness through founder-led motion (600k impressions, 1k interactions, 250% follower growth) | |
| Developer Community Programs Manager Auth0 by Okta | March 23' - March 24' |
| Launched Auth0 Community AMA with Auth0 Engineering (2.5k monthly views), run Auth0 Community Member Spotlight program around devs using Auth0 (1.6k monthly views), developed community newsletter (3.8k monthly views) | |
| Developer Community Lead Auth0 | April 21' - March 23' |
| Led Auth0 Community marketing efforts including product launches, beta programs, announcements, social media, FAQs and blogs (20k monthly views), re-built community engineering involvement (~13% increase in MAU) | |
| Senior Developer Community Engineer Auth0 | April 20' - April 21' |
| Scaled Auth0 Community from hundreds to tens of thousands of members by architecturing a system of community engagement programs, content, gamification and online events and led community marketing (2k monthly views) | |
| Developer Community Engineer Auth0 | October 18' - March 20' |
| Run Auth0 Open Source program engineering and marketing wise (20+ repos in 7 languages), became Auth0 Community all time best developer success engineer, built community feedback system (~30k views and ~100 engagements monthly) | |

Skills |

Tech Product Marketing: Positioning & Messaging, Technical & Non-Technical Content, SEO, Product Launches, GTM
DevRel: Developer Marketing, Community Engineering, Developer Community Programs, Developer Events
Product: Product Interviews, Product Feedback Loops, Data Analysis
Engineering: Python, Swift, Git, PostgreSQL, Technical Writing
Management: Technical Project & Program Management, Leadership

Developer Ecosystem |

GitHub Campus Expert: first GitHub ambassador in Poland (out of 50+ around the world)
AngelHack: one man army doing sponsorships, partnerships, marketing, comms (50 devs IRL, 2 day event)
Major League Hacking: one man army doing marketing, fundraising, logistics, DX (50 devs IRL)
AGHacks: co-founded, run fundraising, technical partnerships, developer marketing (530 devs IRL, 3 day event)

Courses |

Product Marketing: Core ([Product Marketing Alliance](#))
Developer Marketing: Core ([Product Marketing Alliance](#))
Complete PostgreSQL Developer Course ([Udemy](#))
iOS & Swift: Complete iOS App Development Bootcamp ([Udemy](#))
Professional Scrum Product Owner ([Scrum.org](#))
Project Management Professional: PMP ([Project Management Institute](#))

Education |

Computer Science and Econometrics MSc AGH University of Science and Technology **October 17' - June 19'**
Thesis: Implementation of an application for pattern recognition in medical data using iOS and watchOS