Konrad Sopala

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Jobs Experience |

Developer Marketing & GTM Lead Oxla   May 24' - September 25'

Integrated technical product marketing, content, developer relations and GTM (events + founder-led motion) which led to landing first customers and improved brand awareness (600k impressions, 1k interactions, 250% follower count 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 people using Auth0 (1.6k monthly views), developed community newsletter (3.8k monthly views)

Developer Community Lead Auth0   April 21' - March 23'

Led Auth0 community team (4 people), did product launches, beta programs, announcements,, crafted social media, FAQs and blogs (20k monthly views), re-built community engineering involvement (~13% increase in monthly active users)

Senior Developer Community Engineer Auth0   April 20' - April 21'

Scaled Auth0 community members count 100×, from hundreds to tens of thousands, architectured a system of community engagement programs, content, gamification, online events, 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 community all time high member (# solutions & replies) , 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**), Professional Scrum Product Owner (**Scrum.org**), Vision, Strategy & Advanced Metrics for Product Managers (**Udemy**) , Professional Scrum Master (**Scrum.org**), Complete, Product Manager Course (**Udemy**)

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

Computer Science and Econometrics BSc AGH University of Science and Technology   October 14' - June 17'
Thesis: Data Science using Python