Konrad Sopala
Dev & Product Marketing

Developer & technical product marketing guy with 10 years of founding, hands on and strategic experience in the dev tooling space.

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- 🔖 Developer Led

Experience

Developer Products Marketing
October 25' – now

Developer marketing, GTM and community consultancy

Developer & Technical Product Marketing | Oxla
May 24' – September 25'

• Led Oxla's product pivot and product positioning & messaging revamp
• Founder-led GTM (multiple customers, 600k impressions, 1k interactions, 250% follower growth)
• Crafted Oxla's product launches, guides, blog, developer docs, social media, SEO
• Full cycle developer community engagement through conferences, meetups and social media
• Architectured product interviews and product feedback loops system

Developer Community Marketing | Okta
March 23' – March 24'

• Led Auth0 technical product marketing efforts on community side (+100k monthly views, +10k engagements)
• Run Community AMA series (2.5k monthly views), Member Spotlight program (1.6k monthly views)
• Developed Community Monthly Newsletter (3.8k monthly views)
• Re-built community engineering experience (~13% increase in MAU)

Developer Community Marketing | Auth0
April 21' – March 23'

• Scaled Auth0 community members count 100×, from hundreds to tens of thousands users
• Run product launches end to end, builders highlights, announcements
• Crafted community articles, technical & non-technical blogs (20k monthly views)
• Run Auth0 Community social media (1.3k followers)
• Led Auth0 Open Source program engineering and marketing wise (20+ repos in 7 languages)
• Built Auth0 sample apps showcasing Auth0 SDKs, frameworks and APIs usage

Education

Master's Degree | Computer Science and Econometrics
2017–2019

Thesis: Implementation project of an application for pattern recognition in medical data using iOS and watchOS

Certificates

Developer Marketing: Core
Product Marketing Alliance

Product Marketing: Core
Product Marketing Alliance

Professional Scrum Product Owner
Scrum.org

Project Management Professional (PMP)
PMI.org

Skills

Technical Product Marketing

Content

Growth & Attribution

GTM

Analytics & SQL

Software Development

DevRel & Community

Program Management

Technical Writing

Developer Events

Developer Ecosystem

GitHub Campus Expert
2018–2019

Developer Community Manager
2018

Developer Community Manager
2017

Co-Founder
2015