Konrad Sopala

Developer Marketing

Developer marketing and dev community guy with 10 years of hands-on, leadership and strategic experience in the dev tooling space.

in Konrad Sopala
✉ konrad.sopala@gmail.com
konradsopala
X yoimkonrad

Experience

DEVELOPER LED

Developer Marketer
October 25' – now

- All things developer marketing, community, devrel and gtm

oxla

Developer Marketing Lead | Oxla
May 24' – September 25'

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

okta

Developer Community Program Manager | Okta
March 23' – March 24'

- Developed 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 community programs analytics (PostgreSQL, Python, Sheets API)

auth0

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

- Led Auth0 Community marketing efforts + the team (4 people)
- 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)
- Built developer activity, segmentation but also content performance data tracking
- Became Auth0 Community all time best developer success engineer

Education

AGH

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