

Dmytro Lozynskyi

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PROFILE

Founder who built WorthView FinTech product from conception to production in 6 months, combining hands-on technical execution with product strategy. Delivered 44% YoY growth at PetSafe Brands across 12 global eCommerce stores. Product leader with experience in 0-to-1 development, growth at scale, and cross-functional leadership across FinTech and eCommerce.

EXPERIENCE

Founder

WorthView

Feb 2025 - Present

London Area, United Kingdom (Remote)

- Built WorthView from conception to production in 6 months, iterating from spreadsheet prototype to web app MVP serving 75 active users with iOS release planned Feb 2026
- Developed full-stack FinTech product with live asset pricing via API integrations, delivering real-time portfolio tracking across multiple asset classes
- Led end-to-end product development including user research, technical implementation (HTML/CSS/JavaScript), and go-to-market strategy using product-led growth approach

Organic Growth Lead

PetSafe Brands

May 2022 - Present

Dublin, Ireland (Hybrid)

- Delivered 44% YoY organic revenue growth (\$2.5M to \$3.6M) across 12 global eCommerce stores by implementing AI-driven content strategy, technical SEO optimization, and conversion rate improvements
- Led cross-functional growth initiatives across product, engineering, and marketing teams, driving SEO-first approach for all product launches and feature releases
- Built data-driven experimentation framework with A/B testing that increased conversion rates by 18% and reduced customer acquisition costs by 25%
- Promoted to Lead role within 18 months after exceeding all growth KPIs in first year

SEO Specialist

Nestlé

Jan 2021 - Apr 2022

Lviv, Ukraine (Hybrid)

- Increased organic traffic by 72% for Maggi brand across EMEA markets through technical SEO improvements and content optimization strategy
- Collaborated with product and brand teams to implement international SEO best practices across multiple markets and languages
- Promoted to Specialist within 9 months after exceeding all KPIs in first 6 months

SKILLS

- **Product Management:** Product Strategy, 0-to-1 Product Development, Product-Led Growth, User Research & Testing, A/B Testing & Experimentation, Data-Driven Decision Making, Roadmap Prioritization, Cross-functional Leadership
- **Growth Marketing:** Growth Strategy, Organic Growth (SEO), Conversion Optimization, Marketing Analytics, Customer Acquisition, Retention & Engagement, Content Strategy
- **Technical Skills:** SQL & Data Analysis, Python (Basic), Web Development (HTML/CSS/JavaScript), APIs & Integrations, Google Analytics & Tag Manager, Full-Stack Development
- **Tools:** Figma, Mixpanel / Amplitude, Ahrefs / SEMrush, Jira / Linear, Git / GitHub

EDUCATION

Lviv College of Information and Computer Technologies

Lviv, Ukraine

Associate's degree in Information Systems and Software Applications

Sep 2017 - Jul 2020

- | GPA: Grade A
- Relevant Coursework: Web Development, Programming, Network Systems, Software Design, Data Analysis