

# Dmytro Lozynskyi

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## Profile

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Founder of WorthView, a FinTech product with crypto integrations (Bitcoin, Ethereum, altcoins), taking it from concept to production in 6 months. Product marketer who delivered 44% YoY growth at PetSafe through go-to-market strategy, positioning, and cross-functional leadership. Experienced in translating complex financial products into simple user experiences and driving adoption in regulated environments.

## Experience

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**Founder** Feb 2025 - Present  
WorthView *Dublin, Ireland*

- Led go-to-market strategy for FinTech product with crypto integrations (Bitcoin, Ethereum, altcoins), growing from 0 to 75 active users in 6 months through product-led positioning and messaging
- Developed product positioning and user narratives that simplified complex financial concepts (asset tracking, live pricing, portfolio management) for mainstream adoption
- Owned end-to-end product strategy including user research, feature prioritization, and launch planning, partnering with technical and design stakeholders
- Navigated regulatory considerations for financial product launch, ensuring compliance while maintaining user-friendly experience

**Organic Growth Lead** May 2022 - Present  
PetSafe Brands *Dublin, Ireland*

- Led go-to-market strategy for product launches across 12 global eCommerce stores, delivering 44% YoY revenue growth (\$2.5M to \$3.6M) through positioning, messaging, and integrated marketing campaigns
- Partnered cross-functionally with product, engineering, creative, and brand teams to define product narratives and drive adoption for new features and market expansions
- Developed data-informed messaging and positioning through user research, A/B testing, and performance measurement, increasing sales by 3x
- Served as strategic advisor to product teams, informing roadmap decisions based on market insights, user feedback, and competitive analysis

**SEO Specialist** Jan 2021 - Apr 2022  
Nestlé *Lviv, Ukraine*

- Drove 72% increase in brand awareness and engagement for Maggi across EMEA markets through content strategy and messaging optimization
- Partnered with product and brand teams to develop market-specific positioning and narratives across multiple countries and languages
- Promoted to Specialist within 9 months after exceeding all adoption and engagement KPIs

## Skills

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- **Product Marketing:** Go-to-Market Strategy, Product Positioning & Messaging, Product Launch Planning, User Research & Insights, Cross-functional Leadership, Stakeholder Management
- **Consumer Growth:** Adoption & Engagement Strategy, A/B Testing & Experimentation, Data-Informed Decision Making, Performance Measurement, Lifecycle Marketing, Customer Journey Optimization
- **Fintech Crypto:** FinTech Product Experience, Crypto Integrations (Bitcoin, Ethereum, Altcoins), Regulated Product Marketing, Simplifying Complex Concepts
- **Technical Analytics:** SQL & Data Analysis, Google Analytics & Tag Manager, Mixpanel / Amplitude, Marketing Attribution

## Education

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**Lviv College of Information and Computer Technologies** *Lviv, Ukraine*  
*Associate's degree in Information Systems and Software Applications* Sep 2017 - Jul 2020