SONIA WITUCH

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SUMMARY

Technical Product Manager with **7+ years** of experience driving product strategy across digital products. Co-founded and scaled mental health platform serving **8,000+ patients and 100+ therapists**. Skilled in marketplace dynamics, conversational AI, and balancing user empathy with data-driven growth. Selected by **EIT Health** as a Top 10 European Mental Health Innovator and awarded 1st place at the **Meta Berlin Spark AR Hackathon**.

EXPERIENCE

Product Marketing Manager   02.2024 – 08.2025
ZUMA RWA (Blockchain Platform) - Part Time

→ Simplified blockchain tokenization for non-technical users.
→ Created educational content and marketing campaigns that boosted **registrations and engagement**.
→ Partnered with teams to align messaging with feature launches, improving user understanding and adoption.

Product Marketing Manager   12.2023 - 06.2025
Moniter (Real Estate Web App)

→ Designed and optimized product pages and campaigns, improving **conversion by ~20%**.
→ Ran retention initiatives and UX updates that increased returning-user activity.
→ Translated behavioral insights into product roadmap priorities.
→ Managed **a 30K-member** real estate **community**, strengthening user engagement and retention.

Co-founder & Head of Product   06.2018 - 12.2023
Trzymsie.pl (Digital Health Platform)

→ Built and scaled digital therapy marketplace from idea to **8,000+ patients and 100+ therapists**.
→ Launched **4 product lines**: online therapy, patient education, therapist training, and B2B solutions.
→ Led cross-functional team of engineers, designers, and therapists to deliver across all verticals.
→ Improved **retention and LTV** with proactive engagement features and empathetic UX.
→ Redesigned onboarding flow → higher **completion and faster time-to-first-booking**.
→ Implemented prioritization and success-definition frameworks, cutting release cycles **40-50%**.
→ Shifted to automation + human support after user research, improving **satisfaction and response times**.
→ Prioritized retention over acquisition after identifying **3x higher LTV**, reallocating resources accordingly.

Chatbot Product Manager   12.2017 - 05.2020
MessengerFox (Creative Agency)

→ Delivered **15+ conversational AI products** (Barbie, Garmin, Dr. Oetker) from concept to launch.
→ Defined requirements, UX logic, QA flows, and product specifications.
→ Managed backlog and presented product strategies to enterprise clients.

EDUCATION

Intensive Data Science Program (05.2023 - 08.2023) - Python, SQL, ML, Data Visualization.
B.A. English in Public Communication (10.2013 - 06.2016) - Bachelor's thesis on e-learning and its future.

TECH & TOOLS

Figma | Miro | Jira | ClickUp | SQL | Python | GitHub | A/B Testing | User Research | Agile | Roadmapping | Backlog Management | Prioritization | Funnel Optimization