

# Frantisek Friedl

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## Technical Skills

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- **Front End technologies:** HTML, CSS, JavaScript, React, Jinja, Liquid.
- **Server technologies:** Ruby (Rails), Python, SQL, AWS.
- **E-commerce platforms & email marketing:** Exponea, Klaviyo, WooCommerce, Shopify, GTM.
- [Portfolio Website](#)

## Professional Experience

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### Senior Solution Architect – Klaviyo, London, UK present

- Supported strategic accounts by assessing the competitive landscape, customers' business and technology requirements and by facilitating the integration and deployment of the Klaviyo platform across their complete tech stack resulting in rapid sales cycles and consistent quota overachievement.
- Led development of software tools including platform integrations with AfterShip and Acuity (Python), Klaviyo Chrome Extension Tracking Console (React) or the Klaviyo GA4 tracking GTM template (JavaScript). These tools have been used by hundreds of customers and have inspired further product development.
- Designed & delivered technical training courses cross-functionally, impacting hundreds of colleagues resulting in excellent NPS scores and internal hiring into the Solution Architecture team.
- Made large scale contributions to technical documentation having published articles reaching the top 3 Google Search Results.
- Onboarded new team members by serving as a mentor and coach.

### Technical Consultant – Kollektive, London, UK 2021

- Worked closely with account executives and provided technical leadership to a wide range of technical and non-technical audiences, including stakeholders at the C-level, whereby being responsible for 25% of the total customer acquisition in the EMEA region.
- Assessed customers' business and technology requirements, effectively demonstrated the company's solutions and assisted customers with product adoption through prompt and proper remediation of technical challenges leading to the development of lasting client relationships.
- Created technical proposals, RFP responses and technical reporting, leading to smooth product adoption and rapid sales cycles. Received Excellent feedback from customers and account executives on steady bases.
- Automated internal processes and developed productivity tools (Python, SQL) facilitating new up-sell opportunities and decreasing tickets submitted by the Sales Engineering team by 15%.

### Technology Solutions Specialist – Exponea (Bloomreach), London, UK 2020

- Assessed clients' technical infrastructure, estimated project resource requirements and prepared personalized customer product demonstrations and SOWs leading to the on-boarding and successful retention of new clients.
- Designed appropriate data structures and integrated clients' internal and external systems with the company's solutions, resulting in consistently Excellent client satisfaction.
- Deployed personalized multichannel marketing campaigns, leading to double-digit uplifts of clients' main marketing KPIs and generation of new revenue for the company and their clients.
- Modified clients' user interfaces using HTML, CSS and JavaScript, leading to double-digit increases in marketing conversions and development of further business opportunities for the company.
- Developed data automation tools (Python) and a GTM Tracking Template (JavaScript) resulting in the elimination of repetitive tasks and making the integration of the Exponea platform accessible to non-technical stakeholder while also reducing the required integration time.

## Education

### BSc International Business with German – University of Warwick, Coventry, UK 2018

- 4-year degree with a year abroad (2016/17). Upper-second-class (68%).

### Web Development Bootcamp – NEXT Academy, Kuala Lumpur, Malaysia 2018

- Full stack web development program using Ruby (Rails) and React Js.

### Exchange Student – Mannheim University, Mannheim, DE 2017

- 10 modules studied, including: Statistics, and Practical Computer Science I/II.

**Certifications** – Over 30 certifications from Coursera and Udemy.

**Languages** - Czech (native); English (bilingual); German (fluent, C1).