

Samuel Kováč

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ABOUT ME

I enjoy seeking opportunities to improve products and processes with a focus on efficiency, user experience, and business outcomes. As a Product Manager, I manage the entire lifecycle of digital products, from market analysis and solution design to development coordination and optimization of user experience and monetization. I specialize particularly in large content and media portals, blogs, and content management systems (CMS), but thanks to my analytical and technical thinking, I can quickly orient myself in other segments as well.

AI & Prompt Engineering

In my daily practice, I have integrated Artificial Intelligence and Large Language Models (LLMs) such as ChatGPT, Claude (CoWork), and Gemini into my workflow. These tools are essential for automating routine tasks, analyzing data, and accelerating the development cycle. Through precise prompt engineering, I aim to solve programming challenges agilely, create visual assets for UX/UI, and develop innovative AI-driven tools for internal editorial teams. This approach allows me to streamline the execution of product requirements and significantly increase overall productivity.

Web Analytics & Data-Driven Decisions

I prioritize informed decision-making backed by data. I am proficient in Google Analytics 4 and E-Gemius, focusing on detailed analysis of user behavior and traffic sources. To provide clarity for the team and stakeholders, I visualize these insights through custom-built reports in Looker Studio and Google Sheets, ensuring that our strategy is always aligned with real-world performance.

Programming & Technical Communication

I maintain a practical proficiency in HTML and CSS, with a growing focus on JavaScript and PHP. While I do not consider myself a full-scale developer, combining these skills with AI-assisted tools has allowed me to bridge the gap between "hobby" coding and practical application. This technical foundation enables me to communicate more effectively with engineering teams when developing complex portals and also allows me to independently build and deploy functional web solutions and prototypes that serve tens of thousands of visitors in production environments.

Programmatic Advertising & Marketing

My experience includes a strong background in programmatic and direct banner advertising from a publisher's perspective. I focus on inventory management and yield optimization strategies for large-scale portals to maximize revenue. Additionally, I have foundational experience in managing performance campaigns via Google Ads (Search & Display) from an advertiser's viewpoint, which gives me a well-rounded understanding of the digital advertising ecosystem.

Product & Project Management

I manage the end-to-end lifecycle of web products, from initial concept to deployment. My responsibilities include drafting technical specifications and coordinating tasks within development teams using tools like Trello and Slack. I focus on cross-departmental communication to ensure the product serves both the end-user (frontend) and the editorial team (CMS development). I also enjoy creating wireframes and UX/UI designs in Figma, working closely with editorial and sales departments to optimize content monetization.

UX and UI / Design

Creating interactive UX/UI prototypes and functional mockups using Claude Design, including designs ready for further implementation. For detailed graphic adjustments and fine-tuning of the user interface, I use Figma. I effectively connect prototyping, design, and development to accelerate the realization of product requirements.

SEO / AEO / GEO

Optimizing websites for organic search and visibility in AI responses. Experience with technical and content SEO, Google Discover, structured data (Schema.org), indexing, and Core Web Vitals. Focus on increasing organic traffic, content quality, and building website visibility in search engines and generative AI tools.

WordPress & CMS Development

I have a solid understanding of the WordPress ecosystem, including setup, installation, and the customization of both premium and bespoke themes. I utilize page builders like Elementor to create functional and visually engaging websites. Additionally, I contribute to the development of custom CMS solutions specifically tailored to the needs of newsroom environments.

EDUCATION AND EXPERIENCE

WORK EXPERIENCE

Zoznam, Ltd.

10/2021 – Present

Product manager

Zoznam.sk – more information about assigned products available here

Job responsibilities:

- Responsibility for the status and direction of assigned products
- Regular evaluation of product performance
- Ongoing monitoring of product functionality
- Reporting issues and ensuring their resolution
- Setting priorities for product development and supervising their implementation
- Collaboration and supervision of change implementation
- Preparing and updating product documentation
- Assisting with problem-solving
- Analyzing web traffic and evaluating their impact on assigned products
- On-page and off-page SEO optimization
- Monitoring and evaluating website traffic trends, analyzing traffic sources, and proposing corrective measures when shortcomings are identified.
- Creating analyses and reports based on assignments
- Working with SEO and web analytics tools
- Preparing advertising campaigns in systems such as Google AdWords, Etarget, Facebook Ads, and other advertising platforms according to specifications; launching, monitoring, evaluating, and improving their effectiveness.

Madviso Ltd.

06/2021 - 09/2021

Administrator and Project Manager for E-shop

Trenujeme.sk, Midasto.sk, Madviso.sk

Job responsibilities:

- Customer support for the Trenujeme.sk e-shop and the Midasto e-shop system
- Adding products and updating content
- Responsibility for product selection and stocking
- Ensuring high-quality customer service
- Social media support for Trenujeme
- Content creation for Midasto and Trenujeme
- Editing articles, images, and video content
- Generating reports and summaries
- Preparing materials for accounting
- Handling customer complaints
- Product management and responsibility for stock
- Order fulfillment

Tricks Production Ltd.

06/2019 - 03/2021

Assistant E-shop Administrator

Velocity.sk

Job responsibilities:

- Administration of the Velocity.sk e-shop (bicycles and sports accessories)
- Adding and updating website content
- Editing products as needed
- Creating and translating product and category descriptions
- Updating prices based on supplier price lists
- Entering keywords and meta descriptions
- Basic editing of product images

EDUCATION

Digital University

10/2023 - 05/2024

Half-year certified program in Digital Marketing

Specialization: SEO

Digital University is an innovative educational project by the Digital Marketing Club, which has been professionally educating students, marketers, and entrepreneurs in the field of online marketing for over 10 years. More information about the program – here.

Secondary Vocational School of Electrical Engineering in Liptovský Hrádok

09/2016 - 06/2020

Field of Study: 2682 K – Computer Network Technician

Level of Education: Full Secondary Vocational Education with a School-Leaving Certificate and an Apprenticeship Certificate

Program Description: "Graduates of this program are prepared for technical roles in the design, manufacturing, and operation of low-voltage electronic systems, alongside the maintenance and assembly of computer hardware and networks. Within the design focus, they are trained to work with graphical software systems, program in C++, **and develop websites and other internet applications.** Graduates are also equipped to utilize **database systems.** Overall, the curriculum provides a comprehensive foundation in computing technology, computer architecture, network implementation, and software development."

KNOWLEDGE AND TOOLS

Skills I have acquired through work and education, and the tools I use:

Preferred language models (LLM) and AI tools

- Claude Design 90%
- Claude (Chat / Cowork) 80%
- Claude Code 70%
- Claude Connectors 70%
- ChatGPT - mainly text-related things, specifications, and similar 70%
- Gemini - connection with Google tools 70%

Programming Skills

- HTML 80%
- CSS 80%
- MYSQL 20%
- PHP 20%
- JavaScript 20%

CMS & Theme Builders

- WordPress & CMS Development 80%
- Zoznam CMS 80%
- Elementor 80%
- OXYGEN Builder 60%
- Joomla 40%

Analytical & SEO Tools

- Google Analytics 4 80%
- Looker Studio 80%
- E-gemius 80%
- Google Search Console 80%
- Google Sheets 80%
- Page Speed Insights 80%
- CrUX Vis - Core Web Vitals 80%
- Google Tag Manager 80%
- Meta Business Suite 50%
- Google Ads 50%
- Google AdSense 50%
- Screaming Frog SEO spider 50%
- Collabim 40%
- Hotjar 20%

Other tools

- Trello - task manager 80%
- Slack - regular communication 80%
- Figma - graphics 50%
- Visual Studio Code 50%
- Google app scripts 20%

PROJECT PORTFOLIO



Regióny.sk | Regional news



oPeniazoch.sk | Personal finance portal



Gurman.sk | Recipe book that you always have at hand



Gamesite.sk | Your gaming world!



CozyCafe.sk | Your daily dose of comfort!



Plnielanu.sk | Don't slow down, live your life to the fullest



Hashtag.sk | News and fresh articles for everyone



MaxMMA.sk | MMA portal



Hopsup.sk | Give your shoes a second life



EcoAir.sk | Partner for sustainable building solutions



Pemikas.com | Apartments in Liptov

View full portfolio on website