



Samuel Kováč

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ABOUT ME

As a Product Manager, my professional focus is driven by a genuine interest in innovation, digital ecosystems, and practical efficiency. While my primary expertise lies in leading the development of content-driven products (such as large-scale web portals, blogs, and news platforms) I enjoy the challenge of navigating and optimizing various digital systems beyond traditional media CMS. I rely on an analytical and technical approach to quickly understand new platforms, identify areas for improvement, and help guide their strategic growth. In my role, which often overlaps with that of a Product Owner, I focus on comprehensive product management. This includes everything from frontend optimization to ensure a high-quality reader experience, to the design of custom editorial systems (CMS) and internal tool integration. I also stay mindful of the business side, focusing on resource optimization to ensure projects remain financially sustainable and viable.



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.



SEO (Search Engine Optimization)

I oversee both on-page and off-page SEO, with a consistent focus on monitoring and improving Core Web Vitals to support sustainable organic growth for content-heavy websites. I conduct technical SEO audits using tools like Screaming Frog, manage Google Search Console, and work on optimizing the indexing of large-scale web architectures to ensure better search engine visibility.



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

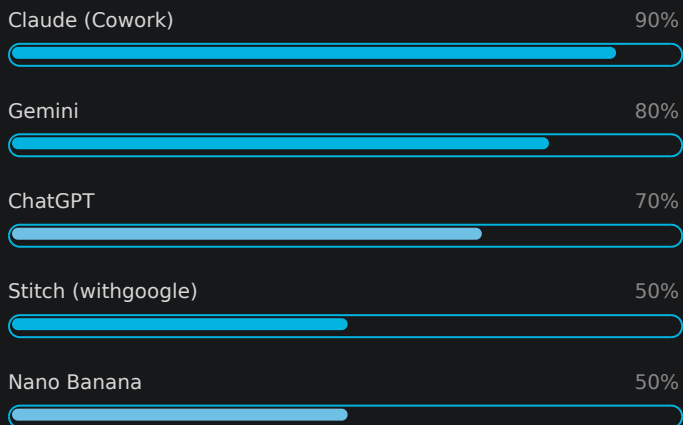
Level of Education: Full Secondary Vocational Education with a School-Leaving Certificate and an Apprenticeship Certificate

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:

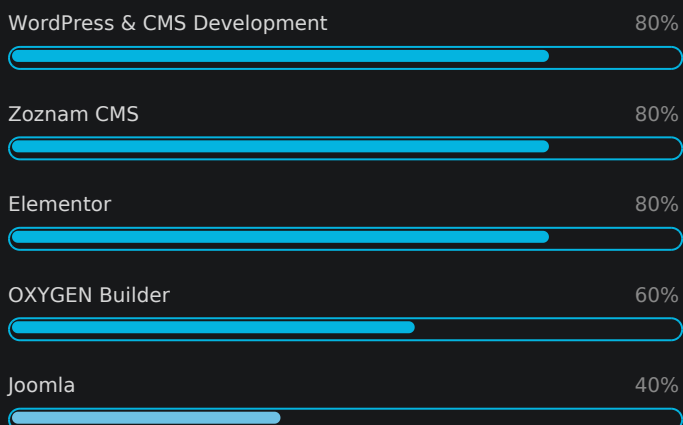
Preferred language models (LLM) and AI tools



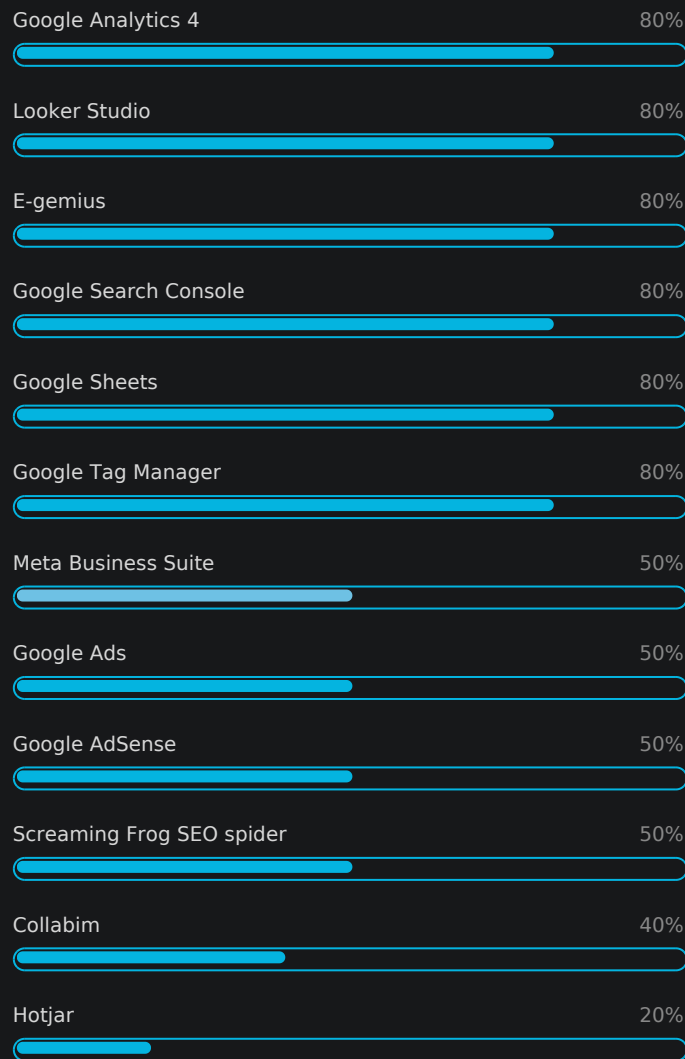
Programming Skills



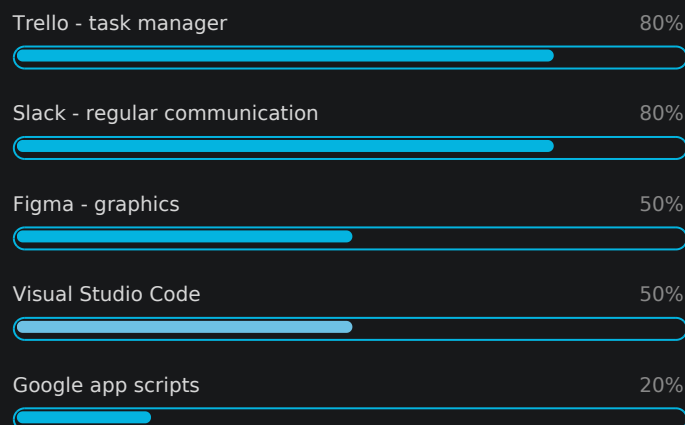
CMS & Theme Builders



Analytical & SEO Tools



Other tools



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](#)