

Andrzej Pacholik

Growth × Experimentation × Analytics • Reforge & CXL Certified

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PROFILE

Analytically minded growth professional with **7 years of experience**, primarily in B2B SaaS. Translates **strategic goals into hands-on execution**, using diagnosis, hypotheses, and experimentation to drive growth across the customer journey. Comfortable **bridging functions and disciplines to get things done**.

CORE STRENGTHS

CRO & A/B Testing • User Activation • Product Adoption • Product-led Growth • Marketing & Workflow Automation
Web & Product Analytics • Customer & Market Research • Positioning & Value Proposition • Copywriting
SEO • Performance Marketing • Python • Customer Journey Optimization • Cross-functional Stakeholder Management

KEY ACHIEVEMENTS

- **User activation:** Increased user activation by **+7%** through an in-app onboarding revamp at Sendcloud.
- **Website conversion:** Increased website conversion by **+30–40%** at Create through rebranding, repositioning, customer journey optimization, and usability improvements; played an important role in a Sendcloud website overhaul that increased conversion by **+30%**.
- **Monetization:** Generated **€20K+** incremental MRR through cross-sell at Sendcloud; increased AOV by **+20%** through upsell and cross-sell at Create.
- **Product launches & organic growth:** Built and launched Collectif, AI user research software, and Onboarding.Study, a user onboarding resource that grew **from 0 to 20,000** monthly visitors.

"One of the smartest marketing minds I've met."

Andrei Iocin • Former colleague • Head of Growth @ Omnia • [Read on LinkedIn](#) ↗

EXPERIENCE OVERVIEW

- Quantitative Trading Research** • Personal Project (Career Break) • Traveling Nov 2024 – Jun 2026
Analyzed trading data and developed strategies using statistical analysis and modeling in Python with AI coding agents.
- Co-Founder** • Collectif • B2B SaaS • [View on Product Hunt](#) ↗ • Netherlands Oct 2023 – Jun 2024
Built and launched AI-powered user research software, reaching the final selection stage of a Techstars accelerator.
- Growth Marketer** • Sendcloud • B2B SaaS • Netherlands Feb 2023 – Feb 2024
Drove cross-functional growth initiatives across Marketing, Product, Sales, and Customer Success.
- Product Marketer / User Onboarding Manager** • Sendcloud • B2B SaaS • Netherlands Oct 2020 – Feb 2023
Owned user activation and product analytics; led adoption and positioning initiatives for key product areas.
- Creator** • Onboarding.Study • Personal Project • [View on Product Hunt](#) ↗ • Netherlands Jul 2022 – Jun 2024
Grew Onboarding.Study into a go-to resource for B2B SaaS user onboarding inspiration and practical guidance.
- Growth Manager** • Create • E-commerce • Poland Nov 2019 – Oct 2020
Owned end-to-end marketing across conversion optimization, customer journey, positioning, and organic growth.
- Growth Marketer** • User.com • B2B SaaS • Poland Oct 2017 – Aug 2019
Ran a broad range of growth and marketing initiatives in a small, fast-moving team.

SELECTED GROWTH EXPERIENCE

Conversion Optimization & Monetization

- **Experimentation:** Managed an internal marketing experimentation backlog, from hypothesis generation and prioritization through implementation; later contributed to a broader cross-functional Growth Team. (*Sendcloud*)
- **Website conversion:** Improved conversion through customer research, behavioral analysis, UX, value proposition, positioning, and iterative testing across website and pricing experiences. (*Sendcloud, Create, User.com*)
- **Cross-sell & monetization:** Designed and executed cross-sell and upsell initiatives across existing customer bases. (*Sendcloud, Create*)

Activation & Product Adoption

- **In-app onboarding & setup:** Designed and optimized in-app guidance, setup flows, and demo experiences informed by research and behavioral analysis, with A/B testing at Sendcloud. (*Sendcloud, Collectif*)
- **Lifecycle onboarding:** Designed behavior-triggered email journeys and launched a multilingual Product Academy to improve adoption and reduce repetitive Support and Customer Success work. (*Sendcloud, User.com*)
- **Onboarding research:** Analyzed 220+ B2B SaaS onboarding and setup flows to identify recurring activation and product-adoption patterns and publish practical guidance. (*Onboarding.Study*)

Data Analysis & Customer Insight

- **Product analytics:** Developed and maintained company-wide Mixpanel dashboards covering funnels, cohorts, drop-offs, time-to-value, and feature adoption. (*Sendcloud*)
- **Web analytics & UX research:** Analyzed website behavior with Google Analytics, Hotjar, and Clarity; led moderated UX research to identify friction across key journeys. (*Sendcloud, Create, User.com*)
- **Customer & market research:** Conducted user interviews, surveys, and competitor analysis to validate problems and inform product and growth decisions. (*Collectif, Sendcloud*)

Product & GTM

- **Positioning & value proposition:** Developed positioning for key product areas at Sendcloud; researched and redefined Create's value proposition as part of a broader rebrand. (*Sendcloud, Create*)
- **Feature & product launches:** Drove awareness and adoption of new features at Sendcloud; planned and executed Product Hunt launches for Collectif and Onboarding.Study. (*Sendcloud, Collectif, Onboarding.Study*)
- **Product strategy:** Defined product strategy for Collectif, informed by customer and market research. (*Collectif*)

Acquisition & Organic Growth

- **SEO:** Drove organic growth through keyword research, on-page and technical SEO, and targeted initiatives including ML-based content clustering. (*Sendcloud, Onboarding.Study, Create*)
- **Performance marketing:** Built and ran end-to-end paid acquisition campaigns across Google Ads, LinkedIn, Facebook, and Quora — from keyword research, ad copy, and landing pages to budget management and optimization. (*User.com*)
- **Outbound:** Improved Sales outbound response rates through AI-powered landing page and video personalization. (*Sendcloud*)

CERTIFICATES

Reforge: Engagement + Retention • Growth Series • Marketing Strategy

CXL: Growth Marketing Minidegree • Customer Acquisition Minidegree

EDUCATION

University of Warsaw — Postgraduate Degree, Data Science (2018–2019)

SGH Warsaw School of Economics — Master's studies, E-Business (2016–2017)

SGH Warsaw School of Economics — Bachelor's degree, Finance and Accounting (2012–2015)

INTERESTS

Chess • Trading • Table tennis (former competitive player) • David Lynch films