

Mark Hatala

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SUMMARY

Certified **Scrum Master** with experience managing Agile IT and eCommerce projects. Proven ability to **lead cross-functional teams**, **optimize workflows**, and **deliver measurable business outcomes**. Strong background in **A/B testing**, **personalization**, and **digital performance analytics**. Skilled in stakeholder coordination, sprint planning, and using data to drive continuous improvement.

EXPERIENCE

Byborg SSC

Junior Project Manager

2025 - present

- ▶ Lead delivery of **AI/Automation projects** across digital and infrastructure domains, ensuring on-time, in-scope outcomes
- ▶ Create **delivery roadmaps**, **manage resources**, **mitigate risks**, and maintain continuous **stakeholder alignment**
- ▶ Coordinate cross-team reporting and executive presentations for project status, blockers, and KPIs

Nestlé Nespresso SA

Personalization & A/B Testing Lead

2018 - 2025

- ▶ Designed and analyzed over 100+ A/B and multivariate tests to **improve UX** and **conversion rates** (CR+18%)
- ▶ Used Google Optimize, Optimizely, and GA4 to **personalize customer journeys** and **product recommendations**
- ▶ Created dashboards in Looker Studio to visualize **performance** and **inform strategy**
- ▶ Collaborated with Dev, UX, and Marketing teams to align experimentation roadmap with **business goals**

E-commerce & Digital Marketing Specialist

- ▶ Led Agile projects leveraging **Scrum** and **Kanban** methodologies, achieving a 30% faster delivery rate through effective planning and execution.
- ▶ **Coordinated and facilitated** Agile ceremonies, including standups, sprint reviews, and retrospectives, to ensure continuous improvement.
- ▶ Managed **project schedules**, tracked deliverables, and communicated progress to **stakeholders** through clear and comprehensive reports.
- ▶ **Analyzed** workflows and implemented improvements, enhancing team efficiency by 20%.

Development Leader

- ▶ Mentored 80+ staff in CRM, sales strategy, and assertive communication and assertive communication techniques.
- ▶ Co-led 10+ events with zero delays and introduced tools that improved team feedback scores by 35%

EDUCATION & CERTIFICATIONS

Bachelor of Economics <i>Budapest Business University • Budapest</i>	2014 - 2018
Atlassian Agile Project Management Professional Certification <i>Atlassian</i>	2024
Certified Scrum Master (CSM) <i>International Scrum Institute</i>	2024
Agile Project Management Certification <i>Atlassian</i>	2023
Frontend Developer <i>Progmatic Academy</i>	2021 – 2022

SKILLS

- **Frameworks & Tools:** Jira, Confluence, Microsoft Project, Agile (Scrum, Kanban)
- **Experimentation:** Google Optimize, Optimizely, GA4, Looker Studio, Power BI
- **Data & Analysis:** A/B Testing, KPI Tracking, SQL, Project Reporting
- **Project Skills:** Sprint Planning, Stakeholder Alignment, Retrospectives, Risk Mitigation
- **Soft Skills:** Mentoring, Facilitation, Cross-Functional Collaboration

LANGUAGES

English • Proficient (Upper-Intermediate / C1)
Hungarian • Native