

# Philipp Zach

Growth Strategist / Front-End Developer



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DATE / PLACE OF BIRTH 29-06-1990 / Graz, Austria

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PERSONAL WEBSITE <https://philippzach.com>

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## Profile

Open Minded, Analytical, Creative. Focused on growth and working through baby steps towards the north star goal. Ability to execute and able to pivot everyday. User Centric and Data Driven.

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## Capabilities/Professional Skills

### Front End Development

- JAMStack - JavaScript, API, Markup
- JavaScript - React.js, ES6, Babel, Node, Express
- Static Site Generators - Gatsby, Hugo, Jekyll
- CSS, SCSS, CSS-in-JS
- Headless CMS
- Command Line and Git
- RESTfull API and GraphQL
- CDN - Firebase, AWS S3, Netlify
- SQL - Basic Knowledge (SQLite, PostgreSQL)

### Growth Strategy

- Proficient in utilizing multiple analytics platforms
- Customer Lifecycle / Pirate Growth Funnel Marketing
- Psychographic Persona Development
- Landing Page Optimization
- Social Media Influencer Marketing
- Website Optimization Tools (Hotjar, Inspectlet or Formisimo)
- Using innovative technologies to grow (Typeform, Chatbot, Articoolo)
- Engineered Marketing
- Advanced Dynamic Ad Optimization with AI (Facebook, Instagram, Google Ad)
- Marketing Funnel Optimization (CTR, CRO, Referral)
- Researching trends and building a business model around
- Usability Testing (A/B, Usability Hub, Visual Website Optimizer)
- Comfortable working in Agile Environment developing Growth Experiments

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# Employment History

Jan 2019 – Present

AUSTRIA

## Front-End Developer / Growth Consultant

ELOOP Mobility - Electric Car Sharing

After successfully completing a crowdfunding campaign the founders asked me to develop their Website give them some strategical Inputs for their newly founded startup. Currently I am working with the growth team, experimenting in different stages of the customer lifecycle funnel.

- Build with Gatsby.js & React
- Tracking Integration
- Landing Page Optimization
- Integration of different features on website

Dec 2018 – Mar 2019

SWITZERLAND

## Front-End Development / UX-Research

Swiss Startup Group - Swiss Startup Factory - Swiss Startup Tech

I was contracted by Switzerland's biggest Venture Capital Platform to develop 5 highly converting Websites with a similar look.

- Build with Gatsby.js & React
- Prismic Headless CMS for the blog pages
- User Experience Research with Usabilityhub
- RSS-feed integration

Feb 2017 – Oct 2018

AUSTRIA

## Founder

El Acai Europe - Superfood E-Commerce

I founded this startup with my wife in 2017 predicting the trend. In 2018 occurred a spike of search queries for "Acai" on Google bringing it to all time highs. Since then we are growing organically and 1st on Google. In 1 year we managed to generate roughly 10.000 unique page views and sell 400 Boxes of Acai, all of them with minimal ad spending.

- E-Commerce Development (WooCommerce, CSS, Mobile)
- Branding and Identity in close cooperation with my wife (visual designer)
- SEO (1st on Google in various keywords)
- Marketing Persona Development
- Marketing Funnel Optimization
- Growth Hacks (Influencer Marketing, Landing Page Optimization, Ad Testing)
- Customer Surveys
- Analytics & Data Driven Marketing (Google Analytics and Hotjar)
- Facebook and Instagram Ads
- General Business/Product Development and Sales

2012 – Present  
WORLDWIDE

## Professional Athlete

Hiss Tec GmbH / Core Kiteboarding

Since 2012 I am pursuing my career as a professional Athlete. During this time I was a protagonist and producer of various high-end photo and video shootings including (GoPro, VW and Red Bull), my biggest achievements include:

- Multiple Cover on Kitesurfing related magazines worldwide
- Viral Video with over 300k views (Facebook and Youtube)

2014 – 2017  
CARIBBEAN, EUROPE

## Freelance Web Developer, Videographer & Marketing Consultant

During this time I have been working on various promotional Video's for Hotels and Villas around the world (Turks and Caicos, Roatan, Greece).

I worked on some simple static websites for clients which helped me to get my first gig as a online marketer to develop customer personas/segments and a branding strategy for an Machine Learning Consultancy

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## Courses

Jun 2018  
GROWTH TRIBE ACADEMY,  
AMSTERDAM

### Growth Hacking Crash Course

2015 – 2018  
FLATIRON SCHOOL, NEW YORK

### Front End Development Bootcamp

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## Education

2013 – 2015  
HAGEN, GERMANY

### FernUni Hagen

Courses in Political Science, Government & Sociology

2005 – 2009  
BAD GLEICHENBERG, AUSTRIA

### International Tourism School

Bachelor of Tourism Management

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## Personal Skills

Brand development & management  
Excellent interpersonal, verbal and written communication  
Expert in Videography & Photography

## Machine Learning / AI

- Understanding of basic modeling techniques and data structure
- Scikit Learn

## Web 3.0

- Blockchain & Distributed Ledger Technologies
- IPFS and SWARM
- Ethereum Network (ENS, Blockchain Ecosystem, Smart Contracts, DAPP)
- Cryptography and Consensus Algorithms
- Trading Cryptocurrencies

## Influential Books

- ◆ Game Changers, Dave Asprey
- ◆ How to build a billion dollar app, George Berkowski
- ◆ The Lean Startup, Eric Ries
- ◆ Hacking Growth, Sean Ellis and Morgan Brown
- ◆ Lean Analytics, Benjamin Yoskovitz and Alistair Croll
- ◆ Influence, Robert B. Cialdini
- ◆ Don't make me think, Steve Krug
- ◆ Traction, Gabriel Weinberg and Justin Mares
- ◆ Hooked, Nir Eyal

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## Language

English  
German



Spanish

