



Rok Gruden

Senior CRM Manager

Solutions-driven technology geek with strong analytical background and 10+ years of experience with optimizing everything possible based on data patterns. The glue between business stakeholders and IT colleagues with focus on increasing efficiency and implementing new strategies. Always striving to stay one step ahead because only the best is good enough.

✉ rok.gruden@gmail.com

📍 Ljubljana, Slovenia

🌐 linkedin.com/in/rokgruden

📞 +386 40 187 989

🌐 rokgruden.si

📄 rok.gruden1

SKILLS



WORK EXPERIENCE

Senior CRM Manager

Bitstamp, d.o.o.

06/2022 - Present

Bitstamp is Europe's largest cryptocurrency exchange and a cornerstone of the global crypto market.

Achievements/Tasks

- Inherited Salesforce Marketing Cloud implementation project and successfully finished it while reducing initial implementation costs by 50%.
- Delivered CRM email and push notification strategy, setting clear focus on Automation.
- Automated segmentation through new data model, introduced dynamic email copies, developed Onboarding and Retention user journeys which resulted in CRM team having 30% more time for testing new approaches.
- Implemented campaign standardization and categorization that helped to identify most profitable segment for each category.
- Implemented detailed customer lifecycle segmentation and campaign performance dashboards in Tableau.
- Worked closely with Compliance, Legal, Business Intelligence, UX and product to bring the most value into our communication.

BI Data Intelligence Manager

Bitstamp, d.o.o.

08/2021 - 06/2022

Bitstamp is Europe's largest cryptocurrency exchange and a cornerstone of the global crypto market.

Achievements/Tasks

- Supported Growth team with user segmentation, data exports, AB testing results, campaign reports, and Tableau Dashboards.
- Took ownership of Tableau and became the main point of contact for all Tableau-related questions.
- Designed and implemented the Tableau Power user course and prepared 25+ colleagues to use Tableau entirely independently.
- Successfully negotiated 40%+ discounts on new Tableau licenses.
- Proposed initiative for self-service BI and driving Data warehouse implementation.

Enterprise business solutions consultant

Span, d.o.o.

11/2020 - 08/2021

Span is one of the leading Croatian IT companies, dedicated to software development, service and system integration.

Achievements/Tasks

- Took over consulting and project management roles on multiple CRM and marketing automation projects in Enterprise environments.
- Led pre-sale CRM and marketing automation platform presentations to prospects and drove the expansion of the CRM segment in the Adriatic region.
- Worked closely with Microsoft regional representatives and had access to the latest marketing automation technology and features.

WORK EXPERIENCE

International Telemarketing and CC Support Manager

Studio Moderna, d.o.o.

04/2018 - 11/2020

Leading Omnichannel, multi-brand and direct-to-consumer retailer in CEE region, present on 21 markets, with 360 million potential customers.

Achievements/Tasks

- Held accounts of 330+ contact center employees in Albania, Kosovo, Montenegro, Macedonia, and Bulgaria and controlled to meet their financial and operational goals. Revenues, EBITDA and GM, reached 100%.
- Analyzed customer buying patterns and prepared an personas-based Customer journey automation strategy.
- Took Product ownership of the Contact Center area, helped with data analysis for the strategy of Contact Center 2023, and introduced new technologies, which increased efficiency by ten percentage points.
- Suggested and implemented an entirely new business view and delivered 40+ new KPIs to give business users a fresh perspective and possibilities to increase the efficiency of contact centers.
- Researched call data patterns for four different Telephony systems in 21 countries and prepared an Automated dialing system strategy to increase Contact centers' efficiency by 30%.
- Strengthened cooperation between business managers and IT, which resulted in higher end-user satisfaction.
- Automated reports using DAX and MDX querying languages that reduced business reporting time by 90%.

IT Project Manager

Studio Moderna, d.o.o.

04/2015 - 04/2018

Achievements/Tasks

- Successfully implemented new CRM solutions in 4 countries with 350+ concurrent users, each within deadlines.
- Identified CRM bottlenecks and data inconsistencies and worked with the BI team to provide accurate information.
- Initiated an innovative video training project, which decreased the time needed for training end users by 70%.
- Led the project of transitioning CRM to the in-house development team, significantly reducing costs.
- Implemented hybrid SCRUM framework, raised awareness for Agile development, and put Business ownership in place, reducing the number of developed low ROI tasks by 30%.
- Led implementation of TFS, trained 40+ IT colleagues, and supported them after go-live, which resulted in more efficient reporting to top management.
- Minimized downtime and support of business-critical applications by 90% by identifying the most critical and recurring bugs.

INTERESTS

 Snowboarding

 Cycling through the forests

 Exploring the world

 Preparing delicious meals

 Attending Rock music festivals

 Building RC boat models

LANGUAGES

Slovene 

English 

Croatian 

German 