

Nick Barth

Address: Amsterdam, Netherlands
Email address: barth.nicholas@gmail.com



Profile

T-shaped Product Engineer with 11 years of experience driving growth and optimization strategies. Architected and executed solutions that quintupled PLG revenue, while developing robust automation for high-velocity user engagement. Seeking to leverage expertise in growth-oriented solutions and feature development to create impactful changes in dynamic environments.

Work Experience

02/2025 – present Amsterdam, North Holland, Netherlands	Growth Engineer Personio - Established the foundation for product analytics operations, implementing cost-optimization strategies that reduced vendor expenses by approximately \$20K annually. - Drew on previous vendor expertise to streamline the introduction of a new product into our lineup.
12/2022 – 01/2025 Remote	Growth Engineer Deepnote - Plg revenue 5x'd, land & expand increased. Ideated solutions to tap into freemium users. - Pitched, architected, and implemented experimentation/feature flagging, performance marketing, onboarding, billing, landing pages, content marketing, and the development and implementation of our attribution model. - Created sales automation for high intent/high velocity users.
09/2021 – 06/2023 Remote	Co-Founder Product & Growth Hireproof Built an MVP, acquired funding, and built out the entirety of the product, three apps and a marketing website. Managed growth, marketing, press, and fundraising. 0 to 12k MRR. Exit in 2022, all while livestreaming publicly on Twitch.
08/2019 – 09/2021 Amsterdam, North Holland, Netherlands	Software Engineer Adyen
05/2016 – 01/2019 Brussels, Belgium	Frontend Developer CentralApp
07/2014 – 04/2016 Buffalo, New York	Frontend Developer Doolli, Inc.

Education

01/2008 – 12/2012	Computer Science BS State University of New York at Fredonia
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