Nick Barth

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SUMMARY

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.

EXPERIENCE

Product Engineer

Personio   **February 2025 - August 2025, Amsterdam**

- 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.

Product Engineer

Deepnote   **December 2022 - June 2025, Remote**

- 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.

Founder

Hireproof   **September 2021 - December 2022, Remote**

- 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.

Software Engineer

Adyen   **August 2019 - September 2021, Amsterdam**

- Responsible for Terminal screens seen by millions still in use today, and a terminal fleet management system for managing hundreds of thousands of terminals by the likes of Subway and McDonalds.

Frontend Developer

CentralApp   **May 2016 - May 2019, Brussels**

Jr Frontend Developer

Doolli   **July 2014 - April 2016, New York**

EDUCATION

Bachelors of Computer Science

SUNY Fredonia • New York • 2012

SKILLS

Javascript/Typescript, Node, React/Vue/Svelte, SQL, PLG, SEO, content marketing, performance marketing, sales automation, workflow automation.