

# Stefan Petkovic

Technical Product Manager



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## SUMMARY

Technical Product Manager with a full-stack engineering background. 10+ years defining product strategy, driving growth, and shipping across platforms with 19M+ monthly users. I've owned product roadmaps, led cross-functional teams, and driven growth strategy — and I can also read the codebase, catch technical debt in a PRD review, and talk to engineers without a translation layer.

## SKILLS & EXPERTISE

### Product & Project Management

Product Roadmapping PRD & Spec Writing Stakeholder Management OKRs & KPIs Cross-functional Team Leadership  
Discovery & Prioritization Go-to-Market Coordination

### Growth & Analytics

SEO Strategy Google Analytics CRO Content Strategy Marketing Automation

### Technical Fluency

React/Next.js Next.js Vue.js/Nuxt JavaScript PHP Headless CMS (Strapi) Website Speed Optimization SQL

### Tools

Jira Confluence Notion Figma GitHub Vercel Looker Studio Agile/Scrum/Kanban Sprint Planning

## WORK EXPERIENCE

### Alpine Armoring

#### Technical Product Manager

2024 – Present

Remote · Full-Time

Leading product and growth strategy for a premium armored vehicle manufacturer — defining the digital product roadmap, managing a 7-person cross-functional team across engineering, SEO, PPC, content, and design, and coordinating directly with the client's sales team to align product decisions with revenue goals.

- Defined the product vision and MVP for the company's core digital platform — a multilingual site with dynamic inventory filtering, a vehicle configurator, ballistic chart comparison tool, and content-driven blog. Led design in Figma and technical architecture decisions.
- Drove organic growth strategy that increased traffic 155% and moved average search position from 15.5 to 2.5, securing #1 rankings for core industry keywords.
- Built and own a lead generation pipeline producing 1,900+ qualified leads across organic and paid channels, with 320 conversions in the most recent month (up 33% MoM).
- Launched ~6 satellite products and a client-facing Looker Studio dashboard consolidating all performance data - enabling data-driven decision-making for stakeholders.
- Led backlink acquisition and digital PR strategy, building online authority from near zero to a competitive position against industry leaders.

## ACT Digital

### Technical Project Manager

2022 – 2024

On-site · Full-Time

After 5 years as a Full Stack Developer at Webedia, I was promoted to Technical Project Manager when the company rebranded to ACT Digital. I led a cross-functional team of 7 (3 back-end devs, 2 front-end devs, 1 designer, 1 QA) across three concurrent products - managing ongoing product evolution for two high-traffic platforms and leading a full website build from zero.

- Minha Vida (Brazil's largest health portal, 100+ visits/month) — Owned the product roadmap for ongoing feature development and optimization. Led UX research and a dashboard redesign that reduced bounce rate. Ran daily stand-ups and weekly stakeholder syncs with Brazilian client teams.
- Millenium (leading French gaming portal, 250K+ visitors/month) - Analyzed user behavior data to identify session depth issues, then reworked navigation flows to improve engagement. Launched new ranking and review features end-to-end. Collaborated with sales, account management, and marketing on product positioning and feature rollout coordination.
- ACT Digital Website - Led a full website build from zero: authored PRDs, defined the MVP, made architecture decisions (Next.js/Strapi), and owned the SEO roadmap. This was the only greenfield project of the three.
- Introduced stakeholder newsletters, SOPs in Notion, automation workflows, and an internal operations dashboard — improving transparency and reducing manual overhead across all projects.
- Held bi-monthly 1:1s with all direct reports and conducted post-launch retrospectives to drive continuous improvement.

## Webedia

### Javascript Full Stack Developer

2017 – 2022

On-site · Full-Time

The foundation of my engineering career - 5 years building web products at Webedia before the company rebranded to ACT Digital, where I was promoted to Technical Project Manager.

- Developed and maintained web applications using JavaScript, Vue.js, and React.js across multiple client-facing products
- Took on increasing responsibility for project coordination, sprint planning, and cross-team communication
- Built deep expertise in SEO strategy and technical implementation, applying it directly to product decisions

## Earlier Career

### WordPress & PHP Developer

2013 – 2017

Freelance

Started at a small agency building custom WordPress themes from PSD designs, then moved to MediaNovak where the high-volume, high-pressure environment shaped my work ethic. Over those few years, I built 100+ unique WordPress sites with a 3-4 day turnaround, working six days a week remotely.

- Developed custom WordPress themes from scratch, translating PSD designs into production-ready sites with minimal plugin reliance
- Developed custom PHP plugins and theme functionality to extend WordPress beyond out-of-the-box capabilities - later formalizing this expertise with a PHP certification.

## Swipe&Hype

### Freelance Product & Growth Consultant

2017 – Present

Founded and led a digital marketing agency specializing in web development, UX design, SEO, and copywriting. Managed a team of 5–10 across development, design, SEO, content, social media, and QA — while maintaining a 100% Job Success score on Upwork.

- Delivered 50+ comprehensive website audits identifying performance, SEO, and conversion issues — leading to the creation of a productized Website Optimization Package (speed, responsive design, CRO, technical SEO).
- Managed end-to-end project delivery for 20+ clients, covering scoping, resourcing, client communication, and quality assurance.
- Built long-term client relationships and a referral-driven pipeline, with most new business coming from repeat clients and word of mouth.
- Explored additional verticals including e-commerce and AI-driven content projects, sharpening rapid prototyping and market validation skills.