

Ing. Maroš Margicin

Technical Operations, Product & AI Integration Specialist

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PROFILE

Versatile operations and product specialist with a technical degree (Business Informatics, TUKE) and 10+ years in e-commerce and data-driven companies. I specialize in removing operational bottlenecks — connecting warehouse logistics, purchasing and IT systems with hands-on AI deployment. Using AI-assisted development (Claude Code, LLM APIs) I build custom automations and tools fast, without needing a dedicated engineering team.

PROFESSIONAL EXPERIENCE

Technical Operations, Product & AI Integration — Iron Aesthetics, s.r.o.

2021 – present | D2C fitness brand (apparel, supplements), 4 markets: SK, CZ, HU, RO

- **Revenue growth:** Contributed to growing company revenue from €2.31M (2021) to €3.95M (2025), i.e. **+71%**, by systematizing the warehouse, the range and data-driven inventory management.
- **Custom AI agent:** Designed and deployed an AI marketing agent (Claude Code + Bloomreach; ~340,000 contacts, ~3,018 products) → cut campaign scenario prep from 2–3 days to **1 day (~10x)**: 20 localized emails across 4 languages, 12 automations.
- **Warehouse optimization & WMS:** Introduced warehouse bin locations (PrestaShop) and **batch picking** (single route, multiple picks) → **~50% fewer steps and ~1/3 time saved**. **Upgraded product QR code functionality:** beyond internal warehouse size-check use, expanded them into a customer-facing multi-language portal routing scans straight to local product pages (SK/CZ/HU/RO).
- **Sourcing & purchasing:** Managed purchasing for the entire catalog based on inventory turnover; diversified suppliers (Hungary, direct sourcing in **China** from dozens to TOP 3).
- **CRM, marketing & data:** Migrated CRM to **Bloomreach**, built RFM segmentation and email automations; linked reporting pipelines via REST APIs (PrestaShop, GA4, Meta Graph); ran Meta Ads.
- **Web & expansion:** Led the Romanian market launch, domain migration to ironaesthetics and 2 complete website redesigns (coordination with the developer).

Product Manager & Operations Specialist — GymBeam, s.r.o.

2015 – 2018 | One of Central Europe's fastest-growing fitness e-commerce scale-ups

- **Startup & scale-up:** Joined at early-startup stage (<10 employees), left at ~50 — went through the full e-shop operations cycle under the direct mentorship of the founder (Dalibor Cicman).
- **Product management:** Created and managed thousands of products (attributes, categories, parameters) for higher conversion.
- **Purchasing & B2B:** Ordering goods based on sales trends and logistics handling of B2B wholesale orders.
- **Platform & expansion:** Took part in the Magento 1 → Magento 2 migration and the launch of the Romanian and Slovenian markets.

Data & Operations Specialist — Affinity Analytics, s.r.o.

2019 – 2021 | Data operations for the US market (insurance claims)

- **Precision & speed:** Processing of transactional and insurance data; became a **TOP performer** in the company in speed and accuracy under strict SLAs.

E-shop Manager — Consultant — NANOERA, s.r.o.

2018 – 2019

- Externally set up operational processes and kick-started sales for 2 e-shops in nanotechnology.

Mobile Service Advisor — Tatra banka, a.s.

2013 – 2015

- Flexible presence across branches nationwide; client communication and real-time request handling.

SELECTED AI PROJECTS

Iron Aesthetics Marketing Agent — Claude Code, LLM APIs, Bloomreach.

Autonomous AI agent generating and localizing newsletter campaigns for 4 languages (prep from 2–3 days to 1 day). Code private. Case study: marosmargicin.com/agent.html

Hansons Coach — Next.js, FastAPI, Gemini, Garmin API, Supabase.

Full-stack AI running coach (Hanson method) that writes workouts straight to a Garmin watch and adapts them to recovery. Case study: marosmargicin.com/hansons.html · Code: github.com/CinkyCinky/hansons-coach

SKILLS

AI & automation: Custom AI agents (Claude Code), prompt engineering, AI-assisted development (vibe coding), RAG architectures, LLMs (Claude / GPT / Gemini), GenAI visuals (Higgsfield)

Technical foundations: SQL, HTML/CSS, JavaScript (basics), REST API integrations, Git/GitHub, AI application architecture, systems thinking

E-commerce & operations: e-shop operations, product management, purchasing & sourcing, supply chain, warehouse optimization, Magento, 4 markets

Marketing & CRM: Bloomreach, email automation, RFM segmentation, Meta Ads, A/B testing, Daktela

EDUCATION

Ing. (MSc) — Business Informatics — Technical University of Košice (TUKE), FEEI | 2008 – 2013

Combining databases, software engineering, business economics and data analysis.

LANGUAGES

Slovak: native • **English:** intermediate / working proficiency (B1/B2)