

Ing. Maroš Margicin

Technical Operations, Product & AI Integration Specialist

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marosmargicin.com
Live demos & case
studies

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. Through **AI-assisted development** (Claude Code, LLM APIs) I build custom automations and tools fast, without needing a dedicated engineering team.

— Key Areas of Expertise

AI & PROCESS AUTOMATION

Claude Code / AI-assisted dev Custom LLM agents
GenAI visuals (Higgsfield) Prompt engineering RAG

WAREHOUSE, LOGISTICS & OPERATIONS

Batch picking PrestaShop WMS QR code system
Variant analytics

PRODUCT & TECHNICAL COORDINATION

Business ↔ dev team REST API data streams
GA4 / Bloomreach SQL / HTML / CSS / JS Daktela

SOURCING & SUPPLIERS

Direct sourcing in China EU manufacturers
Supplier diversification Turnover management

— Professional Experience

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

2021 – present

D2C fitness apparel & supplements brand operating across 4 markets (SK, CZ, HU, RO)

- Revenue growth:** Contributed to growing company revenue from **€2.31M (2021) to €3.95M (2025, +71%)** — by systematizing the warehouse, expanding the range and introducing data-driven inventory management.
- Custom AI agent:** Using Claude Code (AI-assisted development), designed and deployed an agent connected to Bloomreach (~340k contacts, ~3,018 products) → cut campaign scenario prep from 2–3 days to **1 day (~10×)**: 20 localized emails across 4 languages.
- 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).
- Global 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 RO market launch, domain migration to ironaesthetics and coordinated 2 complete website redesigns.

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 (<10 → ~50 people):** Joined at early-startup stage and 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, category structure and parameters for higher conversion.
- Purchasing & B2B:** Ordering based on sales trends and logistics handling of B2B wholesale orders.
- Platform & markets:** Took part in the **Magento 1 → Magento 2** migration and the launch of Romania and Slovenia.

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 in record time (from 2–3 days to 1 day). *Code private.* → [Case study online](#)

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](#) · github.com/CinkyCinky/hansons-coach

— Education & Languages

Ing. (MSc) — Business Informatics

Technical University of Košice (TUKE), FEEI · 2008–2013 · combining databases, software engineering, business economics and data analysis.

Slovak: native

English: intermediate / working proficiency (B1/B2)