

I lead projects on the WooCommerce Growth Team at Automattic, focusing on how we support growing merchants in a more proactive, practical, and useful way. My work sits between customer growth, technical problem-solving, and project coordination — keeping work connected to clear merchant and business outcomes.

EXPERIENCE

MAY 2026 – PRESENT	Project Lead — Customer Growth, WooCommerce AUTOMATTIC Coordinate Growth Team projects by keeping work focused, visible, and connected to customer and business outcomes — including scoping, prioritization, cross-team coordination, and ensuring work ladders up to strategic priorities.
NOV 2025 – APR 2026	Team Lead — Customer Growth, WooCommerce AUTOMATTIC Interim role supporting one of the growth teams within WooCommerce Support, focused on day-to-day guidance, prioritization, and collaboration, while continuing hands-on work with merchants and growth initiatives.
NOV 2021 – OCT 2025	WooCommerce Support / Growth Engineer AUTOMATTIC Helped growing WooCommerce merchants solve technical challenges, improve store performance, and identify opportunities for retention and growth, combining customer success, technical support, and cross-functional collaboration with product, engineering, and operations.
JAN 2012 – NOV 2021	Freelance IT Professional SELF-EMPLOYED · TETOVO Independent technical and web development work across a range of clients and projects.
SEP 2019 – SEP 2020	WordPress Developer MEDIAK2 · MACEDONIA
MAY 2018 – DEC 2018	WordPress Designer MIMI MEDIA · TETOVO
2016 – 2017	PHP Web Developer Intern BRIDGE TECHNOLOGY MK · SEA ISLAND

EDUCATION

2015 – 2017	Master's Degree, Computer Software Engineering SEE UNIVERSITY
2016 – 2017	Sustainable Manufacturing (Exchange) NORWEGIAN UNIVERSITY OF SCIENCE AND TECHNOLOGY (NTNU)
2012 – 2015	Bachelor's Degree, Computer Engineering SEE UNIVERSITY
2008 – 2012	High School, Social Sciences YAHYA KEMAL COLLEGE

TOP SKILLS

Project Planning
Project Direction
Project Oversight

LANGUAGES

Albanian — Native / Bilingual
English — Professional Working
Macedonian — Limited Working
Turkish — Elementary