



DANIEL DANILOV

 daniel.ivx@gmail.com

 linkedin.com/in/danieldanilov

 +972-504-777-670

Data-savvy product thinker with 10+ years in SaaS, analytics, and customer support —specializing in CMS, eCommerce, and remote-first workflows.

TECH & SKILLS

Data Analysis: SQL | Python | BigQuery | Looker | Superset | Google Analytics | Dashboards | Data Visualization | A/B Testing | Impact Measurement | Analytics Platforms | Workflow Automation | Data-Driven Decision Making | Metrics Design

Web & Product: WordPress | WooCommerce | HTML | CSS | Generative AI | LLMs | Audience Engagement | Content Strategy | UX/UI | Figma | Miro | Customer Feedback Loops | User Testing | Competitive Analysis

Product & Project Management: Product Strategy | Product Roadmaps | Agile | Scrum | Sprints | Jira | Cross-Functional Teams | Customer Discovery | Stakeholder Management | Project Management | Leadership Development | Remote Team Management | Iterative Development | OKR Alignment | Strategic Prioritization

Collaboration: GitHub | Confluence | Communication | Coaching | Team Leadership | Stakeholder Alignment | Cross-Team Facilitation | Documentation

CERTIFICATION

Product Psychology 2024
[Growth.Design](#)

Python for Data Analysts 2024
SQL for Data Professionals 2023
Data Visualization 2023
[DataCamp.com](#)

Google's Data Analytics 2023
Google Analytics (GA4) 2020
[Coursera.com](#)

Leadership Development 2020 - 2024
Coaching 16 Yearly Coaching Sessions
[VoraCoaching.com](#)

Write of Passage 2024
[WriteOfPassage.com](#)

Thinking in Stories 2022
[ThinkingInStories.com](#)

Linking Your Thinking 2021
[LinkingYourThinking.com](#)

PROJECTS

WordCamp Asia 2023 - 2024
Organizer (2X)










WordCamp Europe 2017 - 2023
Volunteer (3X)

Editor @ Data.blog 2022 - 2024

EDUCATION

BA in Psychology 2012 - 2015
BA in Business Administration
[Reichman University, Israel](#)

WORK EXPERIENCE

-  **Happiness Engineer, WooCommerce.com** March 2025 - Present
Automattic.com
 - Provided in-depth support for WooCommerce merchants, resolving complex store, checkout, and payment issues across over 100 product extensions.
 - Helped merchants optimize store setup and product configuration, improving conversion paths and customer retention.
 - Shared recurring merchant feedback with product teams, contributing to UX refinements for store owners.
-  **Data Wrangler, People Analytics** June 2024 - February 2025
Automattic.com
 - Built dashboards, metrics, and reporting systems to centralize people data and drive org-wide analysis.
 - Advised ELT and BU leads with strategic recommendations based on custom queries and segmentation.
 - Drove data adoption through internal tooling, training, and async resources—improving stakeholder confidence in data usage.
 - Used Python, SQL, and Looker to automate recurring analyses and metric refreshes, improving consistency and reducing manual work.
-  **Data Scientist, Tumblr** June 2023 - May 2024
Automattic.com
 - Created analytics workflows to track user behavior, refining priorities and increasing daily active users by 15%.
 - Designed dashboards with Parse.ly-style metrics to surface content trends, helping editorial grow engagement by 20%.
 - Ran experiments with product and engineering, improving feature adoption by 25% through targeted testing.
 - Used Python, SQL, and Looker to standardize data pipelines and streamline reporting for content and product teams.
-  **Lead of Leads, WordPress.com** June 2022 - May 2023
Automattic.com
 - Coached 12 team leads (70+ reports), boosting performance scores by 20% and aligning teams with division OKRs.
 - Built scalable leadership programs that improved decision-making and cut escalations by 30%.
 - Led cross-functional initiatives that delivered projects on time and increased internal efficiency by 25%.
-  **Team Lead, WordPress.com** June 2017 - May 2022
Automattic.com
 - Launched a customer education program, including [documentation](#), [webinars](#), [courses](#), [communities](#), and events like [WP Growth Summit](#).
 - Spearheaded a [cross-divisional training initiative](#), boosting team knowledge across WordPress, WooCommerce, and Jetpack.
-  **Hiring Manager, All Divisions** June 2015 - May 2017
Automattic.com
 - Developed scalable hiring and onboarding processes to recruit over 50 Happiness Engineers, enabling 24/7 global support coverage.
 - Designed candidate trials and training workflows, ensuring new hires mastered required technical and customer support skills.
-  **Happiness Engineer, WordPress.com** September 2014 - May 2015
Automattic.com
 - Delivered technical, design, and pre-sales support in over 25,000 interactions, improving customer satisfaction and surfacing pain points for product teams.
 - Shared testing insights with engineering and product teams, helping improve UX and features in WordPress.com and WooCommerce.com.
-  **Product Manager** April 2012 - September 2014
Capital Option Finances
 - Drove usability-focused product updates, increasing retention and conversions.
 - Used segmentation analysis to tailor features, boosting engagement by 30%.
 - Streamlined workflows across teams, cutting project delivery time by 25%.
-  **Product Manager** October 2009 - April 2014
Association of Former Residents of China
 - Directed multimedia storytelling projects, including a quarterly [bulletin](#) (print) release in three languages focused on cross-generational content initiatives.
 - Launched digital platforms on [our website](#) to preserve cultural heritage.
 - Designed and executed events that fostered a stronger sense of community.