Martin Muehl

EMPLOYMENT

10/2019 - PRESENT
Self-employed
- Launched a SaaS for brands monitoring Facebook pages using the Facebook API (socialranking.at)

03/2018 - 09/2019
young style | Full-stack Developer (Vienna)
- Refactored the booking system for appointments as a standalone SaaS for hair salons that processed more than 200,000 appointments in 2019 (stylistenbuchung.at)
- Optimized database queries to decrease average calendar loading time from ~4s to <1s for a better user experience
- Partnered with WELLA Germany and NASHI Argan Italy for distribution of the booking system
- Developed a custom made e-commerce system with a built-in online-shop, CRM, payments and stock management features that processed goods worth more than $600,000 in 2019 (www.stylistenprodukte.at)

07/2010 - 02/2018
Freelancer | Web Development, Marketing & Communication
- Envisioned and developed the first online booking system for a hair salon in Austria and reduced their missed appointments by 80% and phone calls by 50%
- Developed websites in a wide array of industries including beauty, finance, travel, sports, and retail
- Launched the Facebook page for Rapid Vienna, Austria's largest soccer club with now more than 200,000 fans

04/2002 - 06/2010
biz4you Kircher & Muehl OEG | Co-Founder (Vienna)
- Co-founded a company following high school providing web development and print design
- Worked on web design and business development

Technical skills
HTML, CSS, JavaScript, jQuery
Bootstrap, Tailwind CSS
PHP, MySQL

APIs
Facebook, Instagram, Twitter, YouTube, Google Maps
Slack, Sendgrid, Mailchimp
Paypal, Klarna

Websites
mitras.at
youngstyle.at
sportthema.at
golob-wohnen.at
sportmassage.at
stylistenagentur.at
diepensionsexperten.at
thomasmorgenstern.com

Languages
German (native)
English (fluent)

Hobbies
Marathon Running (x14)
Ironman Triathlon (x10)

Contact
- +43 676 6241455
- www.martinmuehl.com
- martin@martinmuehl.com
- martinmuehl

PROJECT EXAMPLES

Thinking strategically

- Drafted a **strategy roadmap** that included competitor analysis, strengths/weaknesses, risks, focus areas, ideas for potential moonshots, agile methods and a hiring strategy.
- Created a **priorities matrix** that takes multiple metrics into account and outputs a graph that helps prioritizing on features that have the highest impact.

Focusing on usability

- Streamlined the booking process by focusing on **intuitive design** and cut down the average time it takes customers to book an appointment to <1 min on average.
- Reduced support requests for the administration of an online booking system by implementing on-page **product tours** to almost zero.

Making data informed decisions

- Created a **feedback system** for hair salon customers that eventually was incorporated as part of the compensation program for the hairdressers.
- Developed a **KPI dashboard** to monitor performance and help focus on features that have the most impact on the metrics that matter the most for different stakeholders.
- Helped a retail company make **data driven decisions** about spending money on newspaper advertising by running tests in local markets.

Optimizing existing workflows

- Implemented **smart suggestions** into an ERP system and subsequently cut down the time it takes to send an order to the company's supplier by ~90%.
- Created an **online system for vacations** that can easily be used to apply, suggest and confirm vacations and subsequently reduced the necessary paperwork to zero.

CERTIFICATIONS

Boston University (BUx)

- Product Management with Lean, Agile and System Design Thinking (2020)
- Strategic Social Media Marketing (2019)

Hubspot Academy

- Growth Driven Design (2020)

LinkedIn Learning

- Becoming a Product Manager (2019)