

Paul Rachelski
CEO at Paul Rich Group LLC

LETTER OF RECOMMENDATION

I worked with Mr. Grzegorz Sękowski at Paul Rich Group LLC, where he was employed as the e-commerce manager. His primary duties included:

- Implementing solutions that increase retention.
- Developing and maintaining the online store on the Shopify PLUS environment.
- Conversion rate optimization (A/B tests implementation).
- Development and maintenance of the loyalty program.
- Implementation of an online store dedicated to the European market.
- Coordinating and executing SEO activities.
- Coordinating specialists: UX/UI Designers, Shopify front-end developers, SEO specialists, and Copywriters.

During the development of the Paul Rich Watches online store, Grzegorz improved his practical skills in Conversion Rate Optimization. With a team of external programmers and UX/UI designers, he prepared, coordinated, and implemented tests to improve and optimize the conversion rate on the paul-rich.com website. While working on CRO, he implemented and coordinated around 20 elements of the website, including the home page, collection page, product detail page, basket, and checkout. As a result, the average conversion rate increased by about 15%.

Grzegorz was also responsible for implementing the second store on Shopify PLUS dedicated to the European Union market at paul-rich.eu. The main goals of the project were a separate warehouse in Europe, local payments, local deliveries, and returns, thus eliminating import fees associated with shipping to the European Union. As an e-commerce manager, Grzegorz was responsible for migrating products, customers, content, loyalty program members, implementing payments, deliveries, and solutions dedicated to the European Union market.

Grzegorz was distinguished by commitment, initiative, curiosity, good organization of working time, willingness to develop the store, and an extensive knowledge of the Shopify PLUS architecture. Thanks to his skills, he implemented and coordinated solutions to increase conversion, retention, and sales on the online store in the United States and Europe. I recommend working with Grzegorz in his capacity as a specialist in the technology field on Shopify PLUS, a specialist in improving the conversion rate, and an online store development manager.

CEO at Paul Rich Watches, Paweł Rachelski



Prezes Zarządu

Paweł Rachelski