

ALEKSANDRA GRECHUTA

AI DEPLOYMENT & IMPLEMENTATION
PROGRAM & PROJECT MANAGEMENT
OPERATIONS & AUTOMATION

aleksandragrechuta@gmail.com
aleksandragrechuta.com
linkedin.com/in/agrechuta
Barcelona · Remote · Open to relocation



PROFILE

Operations and program manager with 10 years of experience in fintech, EdTech, digital health and e-commerce. At Cash App I led cross-functional programmes with Product, Engineering, Fraud, Compliance, Analytics and Operations. Today I manage customer success and customer operations for an online education platform, and run my own lighting brand end to end: e-commerce, B2B wholesale and B2C clients, production, marketing and fulfilment. An AI-native operator, I turn manual processes into documented, automated systems with human-in-the-loop controls, quality review and security built in. I automate the repeatable, so people can focus on value and strategy.

EXPERIENCE

FOUNDER & PRODUCT DESIGNER

Mur Mur Objects
Barcelona
Jan 2025 – Present

Design-led brand of sculptural wireless wall lamps, run end to end: product lifecycle from 3D modelling and additive manufacturing to quality control and delivery.

Run B2B and B2C channels (Faire wholesale, Etsy, Instagram, own WooCommerce shop) and manage our sales representative (performance review, tooling and compensation).

Built an AI-assisted B2B outreach pipeline (research, drafts in the brand voice, approval-gated sending, follow-ups, AI-scored replies). Produce product imagery with AI tools (Weavy, Midjourney, Nano Banana, Seedream).

Built the storefront, analytics and attribution (GA4, UTM, consent mode) and the operating system for orders, P&L, production and inventory.

Project, Program & Operations Manager, Customer Success.

Manage customer success and customer operations for an online education platform, from customer journeys to service processes.

Design and implement CRM processes and AI-assisted workflows; review AI outputs, document edge cases and refine prompts, logic and human-review steps.

Build reporting for leadership on engagement and operational performance, and coordinate service improvements with international stakeholders.

INDEPENDENT CONTRACTOR

Online education
Remote
Mar 2024 – Present

SENIOR MANAGER, PROJECT MANAGEMENT & CUSTOMER SUCCESS

Cash App, Block Inc.
Remote
Mar 2022 – Jan 2024

Led cross-functional programme delivery across Product, Engineering, Fraud, Compliance, Data Analytics and Operations, owning timelines, risks and executive reporting.

Designed and launched a Voice of the Customer programme that contributed to a 25% improvement in CSAT.

Built and led a 20-person team, organised into six specialist areas, each led by an SME; turned recurring customer issues into product and process improvements.

CUSTOMER SUCCESS MANAGER

Cash App, Block Inc.
Remote
Mar 2021 – Mar 2022

Coordinated customer-success initiatives across Product and Operations, using customer evidence to support prioritisation. Co-developed OKRs with product stakeholders and implemented automated workflows to improve consistency and response time.

OPERATIONS TEAM SUPERVISOR & OPERATIONS MANAGER

Verse Technologies
Barcelona
Dec 2019 – Mar 2021

Promoted to supervisor within four months; supervised customer operations of a fintech and led process improvements using customer feedback and operational data. Built feedback loops with Product and Technology, defined support channels and created workflows, documentation and training.

SKILLS

- Cross-functional delivery
- Executive reporting
- Risk & dependencies
- Process design
- Customer success & VoC
- Human-in-the-loop design
- Rule-based & LLM automation
- Prompt design
- AI output review
- Process documentation
- Polish: Native
- Spanish: Fluent
- English: Fluent
- Catalan: Basic

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HOW I AUTOMATE

I turn manual processes into documented, automated systems. I map and document each process first, then choose the most cost-efficient tool: rule-based scripts (Google Apps Script, Python) where they are enough, and large language models (Claude, OpenAI) only where judgment is needed. Systems run on GitHub Actions and Cloudflare and are designed and built with AI coding assistants. Every system is human-in-the-loop: approval gates before anything goes live, then automated runs with human review, quality audits and security controls.

Also built: an AI research tool for job-market analysis that collects job alerts, reads each role and scores fit against my verified experience (Claude and OpenAI, Cloudflare, automated tests).

AI & AUTOMATION PROJECTS

OPERATIONS MANAGEMENT

Mur Mur Objects

One source of truth for revenue, costs, production and stock. It links orders from Faire, Etsy and the online shop with P&L, VAT, shipping, the 3D-printing production line and print queue, materials, inventory and commissions, and calculates contribution profit and margins. Backed up automatically every night.

CUSTOMER-FACING · B2C

Large online academy platform

AI support triage that answers only from approved replies and a curated knowledge base. Sensitive cases (refunds, billing disputes, account issues) always go to a person. Processes large ticket volumes, saves many hours of manual work each week and cleared the support backlog: roughly the workload of one full-time agent. No errors found in weekly quality audits; run reports and a review dashboard keep every automated decision checkable.

CUSTOMER-FACING · B2B

Mur Mur Objects

Outreach pipeline for prospect research, personalised outreach in the brand voice, follow-ups and AI-scored replies. Nothing is sent without approval. Used by me and our sales representative.

BACKGROUND

CUSTOMER RESEARCH ANALYST

Teladoc Health, Advance Medical · 2017 – 2019
Researched customers' health status and health data through interviews, focus groups and surveys; presented findings and recommendations to Product and Operations.

EDUCATION

Bachelor's in Social and Cultural Anthropology · Universitat de Barcelona · 2019
AI for Business · Ironhack · 2025
Certified ScrumMaster · Scrum Alliance · 2023 – 2025
Data Warehousing · Universitat Oberta de Catalunya

TOOLS

- Claude Code
- Claude & OpenAI APIs
- Google Apps Script
- GitHub Actions
- Cloudflare
- Zendesk · Intercom
- Jira · Notion
- Looker · Make.com
- WooCommerce · GA4
- Weavy
- Midjourney
- Nano Banana
- Seedream