

Marketing Manager | Digital | Inbound | Online | Growth | E-commerce | AI

Główne umiejętności

Communication

Business-to-Business (B2B)

Chatbots

Languages

Czeski (Limited Working)

Angielski (Full Professional)

Niemiecki (Elementary)

Podsumowanie

Creative, full-stack marketer with 12 years of work experience in the IT, SaaS, and online industries.

Doświadczenie

PerfectBot

Marketing Manager

listopad 2022 - Present (1 rok 10 mies.)

Warsaw, Mazowieckie, Poland

Key Responsibilities:

- Managing the production of digital content, including web texts, blog articles, and videos.
- Implementing, managing, and optimizing online ad campaigns on Google Ads, Facebook Ads, and LinkedIn.
- Assisting the sales team in the preparation and execution of outbound campaigns.

Convertim

Marketing Manager

luty 2021 - październik 2022 (1 rok 9 mies.)

Key Responsibilities:

- Co-developing the go-to-market strategy for a startup company.
- Managing a multi-lingual website development project.
- Researching and analyzing the market and identifying potential partners.

Shopsys

Marketing Manager

listopad 2017 - październik 2022 (5 lat)

Ostrava - město, Moravia-Silesia, Czech Republic

Key Responsibilities:

- Content creation, including posts, articles, e-books, videos, and web content.
- Managing the company's website development projects.

- Implementing, managing, and optimizing campaigns on Google Ads, Facebook Ads, and LinkedIn.

Domo

Head of Marketing

grudzień 2016 - czerwiec 2017 (7 mies.)

Ostrava - město, Moravia-Silesia, Czech Republic

Key Responsibilities:

- Managing a team of content specialists.
- Devising and implementing the marketing strategy.
- Overseeing marketing KPIs and budgeting.

SMSAPI

Senior Marketing Specialist (Team Lead)

styczeń 2013 - maj 2016 (3 lata 5 mies.)

Gliwice, Śląskie, Poland

Key responsibilities:

- Organizing and planning team work.
- Content creation (posts, articles, e-books, video, infographics, web).
- Managing a white-label email marketing platform.

ALAN Systems

Sales & Marketing Specialist

czerwiec 2011 - wrzesień 2012 (1 rok 4 mies.)

TIM S.A

Marketing Intern

listopad 2010 - kwiecień 2011 (6 mies.)

Siechnice, Dolnośląskie, Poland

Wykształcenie

University of Wrocław

Master's degree, International Relations (International Communication major) · (2008 - 2010)

Univerza v Ljubljani

Master's degree, Social Sciences · (2009 - 2010)

Jagiellonian University
