

PIOTR KULKA



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Branding/Marketing/e-Commerce

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Email : hi@piotrkulka.online

Website : piotrkulka.online

Location : Wrocław

ABOUT ME

Experienced **Marketing Manager** and **Digital Creative Director**, specialized in **Branding, digital designs, UI/UX**.

I have over **10 years of experience** in creative marketing, of which I have been working in managerial roles as a team manager for over 7 years.

If you are looking for a person with an open mind, unconventional recipes for success, invite me to a meeting.

FIND ME

Linkedin : piotrkulka-online

Facebook : Piotrkulka.online

Twitter : piotrkulkaonline

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WORKING EXPERIENCES

MARKETING STRATEGIST

Jul 2020 – now

> 6 months

Light Code, Wrocław

Responsibility: Creating a strategy for marketing activities, creating content for websites, social media, communication with the client, creating computer graphics.

Achieved goals: Implementation of several projects (websites, social media, visual identities, application and service wireframes) at an express pace of 4 months.

MARKETING BUSINESS PARTNER

May 2019 – now

> 9 months

COOL-K, Wrocław

Responsibility Providing high class marketing consulting & execution services to companies such as ATLAS Ward Sp. z o.o. Micro Solutions Sp. z o.o, N-Plast Sp. z o.o.

Achieved goals: Keeping up the highest level of knowledge and marketing solutions after several month out of the branch.

OPERATIONS MANAGER

Sep 2017 – Mar 2019

> 19 months

GrandHome Poland, Świdnica

Responsibility: HR, facility management, project management, implementation of the object and management systems to the legal requirements and certification of ISO 14001, ISO 9001, SMETA, office supply, cooperation with local governments, building modernization supervision, marketing & branding, business negotiations

Achieved goals: significant participation in the construction of a working production company based on an inactive production facility in just 3 months, **budget savings: +360 000 PLN.**

EDUCATION

Social Science Communication

2008 – 2011

University of Wrocław

Full-time studies in sociology with a specialization in Social Communication are an ideal foundation for working in marketing and understanding business operational issues.

SOFTWARE SKILLS

Adobe Photoshop 7/10

Adobe Illustrator 6/10

GIMP 9/10

InkScape 9/10

Microsoft Powerpoint 7/10

Figma 7/10

Ask me for more...

LANGUAGES

ENGLISH Advanced

POLISH Fluent

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WORKING EXPERIENCES (CONTINUED)

MARKETING/E-COMMERCE MANAGER

May 2014 – Aug 2017 > 40 months

Franc Gardiner, Świdnica

Responsibility: creation and implementation of brand marketing strategy, launching online store, creating content for online and offline marketing tools, online data analytics, optimization, implementation of personalized products from the Interior Design segment, work with licensing products, team management, preparation of exhibitions at international fairs

Achieved goals: redefining the brand of the Lotari.pl online store, doubling revenue, implementing innovative products, **budget savings: +84 000 PLN.**

FREELANCER/SENIOR COPYWRITER

Oct 2011 – May 2014 > 30 months

SwiezeTeksty.pl, Świdnica

Responsibility: Creating marketing materials content for companies and individuals, User Experience (UX) consulting, building online and offline tools templates, customer acquisition

Achieved goals: 100% satisfied customers, cooperation with big brands without agency resources.

MARKETING INTERNSHIP (DURING SCHOLARSHIP)

June 2010 – Sept 2011 3 months

NeoCraft, Wrocław

Responsibility: Creating SEO content and articles, creating email marketing, running a Facebook profile and promoting the website, graphic creations for online advertising

Achieved goals: Several interesting e-mail campaigns, implementation in SEO and SEM

CERTIFICATIONS

SMETA/Sedex, Bureau Veritas	2019
ISO9001, ISO14001 Auditor, ISOcert	2018
e-commerce, internetSTANDARD	2016
Internetowe Rewolucje, Google	2016
Web Analytics, bluerank	2015
GAUC Web Analytics, Google	2014
Effectivness Congress, bluerank	2014
e-commerce, PARP	2011

KEY SKILLS

- ISO 9001 and 14001 internal auditor
- Copywriting (long-term cooperation with well-known brands such as AVON, PANEK, VENEZIA, HomeBroker, ING)
- Experience in e-commerce: Magento, Woocommerce
- Google tools: AdWords, Analytics, Search Console, PLA)
- Driving license. B
- One of 7 best copywriters in Poland (owocni.pl, 2013)

I consent to the processing of my personal data for the needs of the recruitment process (in accordance with the Act of 10 May 2018 on the protection of personal data (Journal of Laws of 2018, item 1000) and in accordance with the Regulation of the European Parliament and of the Council (EU) 2016/679 of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data and the repeal of Directive 95/46 / EC (RODO)