

# Piotr Czerpak



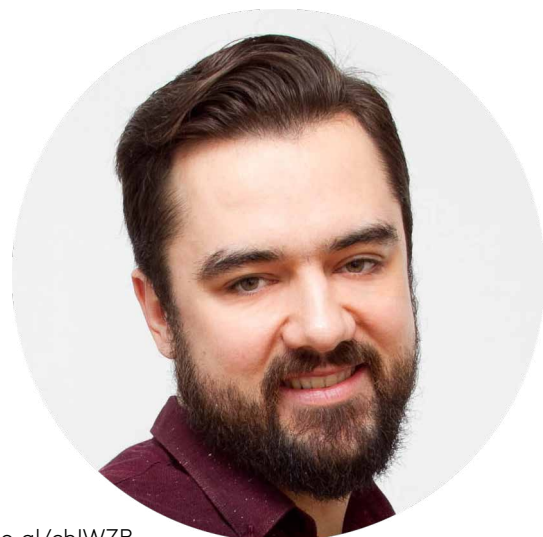
## Professional profile:

- 8 years of experience in Digital Marketing,
- work in an international environment - English C1,
- Industries: Retail, Sport, Wellness, Fitness and others.



## Career Goal:

Thanks to my many years of experience in establishing relationships, I would like to continue to develop ways of communicating with customers who would become real clients. I would also like to develop the position to a global level.



Date of birth: 12.06.1988r. | adres: Miła Street 25 m 69, 01-033 Warsaw

Business Card On-line: [piotrczerpak.com](http://piotrczerpak.com)

Portfolio On-line: [goo.gl/chIWZR](http://goo.gl/chIWZR)

## WORK EXPERIENCE



09.2016 - today



### GO Sport Polska

CRM & Digital Manager

- introduction of a first in Poland **mobile application rewarding for doing sport**,
- implementation of the **Digital Strategy** for channels: **Social Media** (FB increase from 36k to 88k, Instagram 24k), **SEM + PPC**, **SEO** (organic traffic + 30%), **Direct (E-mail** (manage base over 1,000k), **SMS, Push**) **FeelGood Loyalty Program!** (base increase + 40%), **Blog, Youtube**,
- creation and running of **#AmbassadorGOSport program with microinfluencers, Content Marketing** activities on the **#GOBlog, Youtube** (Video recordings, „How to”, interviews, product),
- management of the **e-commerce website** and product range,
- co-operation with interactive agencies, improvement of **Digital UX**, redefinition of **BB** and **CI**



07.2016 - 08.2016



### NN Investment Partners TFI

Digital Marketing Specialist

- coordination **SEM + PPC, Google Ads**, making conclusions and recommendations,
- site **optimization for SEO, Google Analytics, Search Console**, data analysis,
- conduct of **e-mail marketing, coding mailings**, use of **GetResponse**,
- management of the home page through **CMS**, use the basics of **HTML** and **CSS**,
- the development of **inbound marketing**, co-marketing **automation process**,
- cooperation with media houses and interactive agencies,
- **development of content marketing** and **the blog**, co-managing **UX projects**.



10.2013 - 05.2016



### Jatomi Fitness

eCRM & Digital Specialist

- implementation of new **mobile first webpage design**
- **project management and work of developers**, cooperation with interactive agencies and vendors, **coordination of international company offices**, daily communication in English,
- development of **marketing automation, member life cycle, trigger, autoresponders**,
- **increasing leads and conversion** through **SEO, SEM, Google Ads, Insights, Places**
- **prototyping mobile applications, landing pages**, e-mails, UX of web pages,
- creating **e-mail campaigns, SMS, FB, Remarketing, Display** both for members and prospects in **Poland, Czech Republic, Romania, Turkey, Malaysia, Indonesia and Thailand**.



06.2013 - 10.2013



### Email Experts

Email Marketing Specialist

- **managing group of designers and coders** responsible for aesthetics and rendering of e-mails,
- configuring **e-mail blasts, autoresponders, triggers**, creating analysis and reports,
- creating such activities as **marketing automation, lead generation, increasing sales**,
- auditing activities creating **e-mail marketing strategy** for customers, eg. BMW, Getin, Eventim,
- prototyping **UX landing page, commercial mailings and newsletters** by keeping the latest **trends of marketing and psychology research, A/B test, Usability, UX, Flat design, Copy, AI, CTA, A/B tests**.



## WISE

Content Designer, SEO/SEM Specialist, Front-end Developer, Social Media Specialist

- Content Designer: creating texts for positioning, information architecture, usability and user experience,
- SEO/SEM Specialist: optimization of the pages – SEO, SEM, Google Analytics and reports,
- Front-end End Developer: Coding pages & e-mails in HTML, CSS, Wordpress,
- Social Media Specialist: creating a communication plan for social media, FB, blogs (expert articles and advice), forums, reviews, conducting campaigns and events on the Internet.

## EDUCATION



10.2011 – 09.2013



### Warsaw School of Economics (SGH)

Management, Master Degree of Science in Strategic Management and Marketing (part-time)

- Master Thesis: Social media as a modern marketing and branding tool for businesses



10.2008 - 06.2011



### Catholic University of Lublin

Management, Bachelor's degree in Organization Psychology and Management

- Bachelor Thesis: Creating your own image and the need for acceptance on Facebook

## SKILLS AND COMPETENCIES

- coordination work of teams • effective time planning • good interpersonal communication
- ability to set goals for myself and others,
- completed training as an Assistant Manager (supporting other managers, managing a calendar of meetings),
- „Manager of Culture” - anuses managerial program running from January 2 to September 30, 2010,
- participation in international competition Google Online Marketing Challenge 2013 (AdWords campaigns, SM Google+),
- experience in working abroad (London, UK),
- english - fluent (CEF C1 - Internal School's Profile economic and business, advanced level of higher education),
- german - intermediate,
- spanish - basic,
- driving License Cat B - open.

### KNOWLEDGE:

- Marketing Automation • E-mail Marketing • Mobile Application Design • Content Marketing • Google Analytics, AdWords, Bussines Places • SEO • SEM • WWW Design • User Expirence Design • Architecture Information • Prototyping • Usability • A/B testing

### SOFTWARE:

- MS Office • Corel • InDesign • Photoshop • After Effects • Optimizely • Axcure • Perfect Audience • CRM • SMSAPI • Hootsuite • Picreel • Adespresso • Briteverify • eSpatial • eDigitalResearch • Survey Monkey • Woobox • HTML • CSS • Wordpress • more.

## WORKED WITH

L'ORÉAL



## INTERESTS

- relationships • psychology • traveling • telecommunications news (including mobile phone, android system)
- experiencing alternative and electronic music, modern art • analogue and digital photography • fashion and design.