

Patryk Misiewicz

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ABOUT ME

Hi, I am a person who is constantly striving for growth and eager to take on new challenges. Marketing is my passion, which I develop both professionally and in my free time. I value flexible working environments that foster creativity and a continuous expansion of skills.

EDUCATION

University of Economics in Katowice

Economy

(specialization: Digital Economy)

2020-2022

IV High School of Mikołaj Kopernik in Rzeszów

Mathematics and physics profile

2016-2019

ADDITIONALLY

- [HubSpot Marketing Software certification](#)
- Basics of HTML, CSS, JavaScript
- English B2/C1

EXPERIENCE

Marketing Specialist

nPhoto - MPP Group | 10.2023 (full-time)

- Hubspot - planning, creating and implementing marketing campaigns. Creating workflows, pop-ups, forms, landing page, lists, HTML/CSS templates, JavaScript modules.
- Drupal - managing content on the site, creating and maintaining subpages. Formatting of content using HTML and CSS. Coordinating translation of content.
- Contadu - preparing SEO projects and tasks for copywriters
- Ahrefs - verification of SEO activities, supervision of SEO campaigns in cooperation with the agency
- Tableau - analyzing data and preparing strategies based on it
- Clickup / Asana - coordination of marketing campaigns, assignment of tasks
- Managing business relationships with agencies supporting the marketing department
- Automation of internal processes JS, Python and Chat GPT

EXPERIENCE

Marketing Specialist

ITM sp. z o. o. | 06.2024 (part-time)

- HighLevel (CRM) - preparing evergreen workflows, SMS campaigns, e-mail campaigns internal notification for employees, funnels, forms, sites, pop-ups. Integrating STMP, Google, Meta, domain
- Preparing funnels for webinars at WebinarJam including: webinar script, ads plan, landing page, thank you page, mailing, notifications, up-sell
- Creation and optimization of Meta Ads campaigns for e-commerce, service companies and personal brands. Sales, lead (FB forms and external), local (events, stationary companies), traffic and activity campaigns. So far I managed a total budget of more than 10 million zloty
- Project Management
- Managing several Google Ads campaigns for real estate and service companies
- Audits of funnels and Meta accounts
- Strategy and funnel preparation in Figma board
- Building WP landing pages and integrating with CRM
- Integration of advertising accounts with CRM systems (lead-flow)
- Audit of advertising accounts
- Technical optimization of websites
- E-mail marketing at Mailerlite and GetResponse
- Preparing reels scripts for ads based on story-brand model

EXPERIENCE

Marketing Specialist

Freelancer | 09.2022

- I worked with over 30+ companies from Poland and Europe over my marketing journey as a marketing specialist
- The companies I work with are mainly in the construction (b2b), industrial (b2b), IT (SaaS) and service (b2c) sectors
- My responsibilities are very broad and include:
 - Meta and Google Ads campaigns
 - Audits of marketing activities of companies
 - Coordination of marketing activities in companies
 - Supporting companies with promotional materials
 - Preparing the company for trade fairs from the marketing side
 - CRM system configurations
 - Digitalization of work in the company
 - Preparing materials for campaigns (copies, graphics, video scripts)
 - Preparing and managing funnels and landing pages in various systems
 - Customization of pipelines in CRM
 - Managing and planning content for social media
 - Preparing surveys campaigns
 - Developing email marketing campaigns
 - Preparing desk researches