

# Maciej S.

## Senior Salesforce Developer, Salesforce Trainer

### SUMMARY

- Experienced digital marketing manager and lead. Strategic advisor for Executives/C-level Management and lecturer.
- For over 15 years build experience in digital marketing and communication, having a leading role in many significant projects, cooperating with such brands as MediaMarkt, KPMG, Ringier Axel Springer, Mitsubishi Electric, PZPN (Polish Football Federation), Grohe, Komatsu, Henkel and many more (awarded by the board for significant input into companies ' business development).
- Operating Salesforce for 6+ years in Sales, HR, and leads pool appliances in a multinational environment
- 3+ years of Salesforce traineeship background
- Certified Digital Marketing Trainer
- Upper-Intermediate English

### TECHNICAL SKILLS

<b>Main Technical Skills</b>	Salesforce (6 yr.)
<b>Salesforce Ecosystem</b>	Google Ads, Salesforce (6 yr.)
<b>Social Media Marketing</b>	Google Ads, Linkedin, Tiktok, TikTok Ads
<b>Wordpress Ecosystem</b>	WooCommerce
<b>Data Analysis and Visualization Technologies</b>	Adobe Analytics, Google Analytics, Google Tag Manager
<b>Cloud Platforms, Services &amp; Computing</b>	Supermetrics
<b>Google Cloud Platform</b>	Google Data Studio
<b>UI/UX/Wireframing</b>	Adobe XD, Figma
<b>Third Party Tools / IDEs / SDK / Services</b>	AnswertheRepublic
<b>Collaboration, Task &amp; Issue Tracking</b>	Asana, Atlassian Trello, Jira, Teamgantt



<b>SDK / API and Integrations</b>	Hubspot API, Mailchimp API, Twitter API
<b>Web/App Servers, Middleware</b>	IBM WebSphere Application Server
<b>Platforms</b>	Magento, Microsoft Dynamics, Salesforce (6 yr.), SAP
<b>Other Technical Skills</b>	Brand24, Crazyegg, DV360, Freshmail, GetResponse, Google Optimize, Google PageSpeed Insights, Google Search Console, Google Structured Data, Hootsuite, Hotjar, Instagantt, LinkedIn Ads, Marketo, Mediato toolkit, Meta, Meta for Business, Mockflow, Podio, SalesManago, Screamingfrog, SemRush, Semstorm, SentiOne, Senuto, Shopper, Similarweb, Sproutsocial

## EXPERIENCE

### **Lead of Digital Marketing**

02.2020 - now

Strategy Advisor in the area of digital marketing and communications. Helping client stakeholders to leverage digital channels to achieve their strategic objectives while focusing on cost-effectiveness and business performance - part of this position is to find and propose the best marketing tools to digitize marketing operations, which includes Salesforce.

### **Certified Digital Marketing Trainer, Digital Marketing Institute**

As a certified trainer of the Digital Marketing Institute, I prepare participants in the Professional in Digital Marketing course for the exam granting international certification in the scope of Certified Digital Marketing Professional (CDMP) and Certified Digital Strategy & Planning Specialist.

### **Lecturer in CRM, Salesforce, E-commerce and Digital Marketing subjects**

04.2020 - now

Working as a lecturer of CRM subjects, I introduce students of BSc and MSc degrees to customer management subjects using tailored systems, i.e., Hubspot, Salesforce, and others. In practical classes, I teach students how to implement the system in sales, how to tailor its configurations, transfer customer journey and company's operations into Salesforce, set workflows, and user-defined reports, how to use Contacts lists and Contacts cards, and how to set up dashboards and marketing automation applications.

### **Senior Marketing Salesforce Manager, HR / Outsourcing Agency**

05.2017 - 02.2020:

Working as a Senior Marketing Manager in this HR / Outsourcing Agency I have been responsible for creating, implementing and driving a marketing strategy as well as for market research and audience insights. During that process, I was part of the team which implemented HR management and ATS (talents pool) based on Salesforce expansion with Bullhorn Connexys. In this position, I was responsible



for transferring all existing lead generation and recruitment processes into Salesforce, with proper workflows and integration with external systems.

### **From Shop Leader to Marketing Manager**

05.2005 - 04.2016:

As a Marketing Manager, I was responsible for building and executing the marketing strategy for the retail channel of the Polish division of CEWE Stiftung AG.

### **PRACTICAL TOOLS - ONLY THOSE I KNOW ON A PROFICIENCY LEVEL:**

- Google Marketing Platform: Analytics, Ads, Optimize, Data Studio (Looker Studio), Tag Manager, DV360. [over 10 years]
- Social Listening: Brand24, SentiOne, Mediato toolkit, Hootsuite, Sproutsocial. [3-5 years]
- CRM: HubSpot, SAP, Microsoft Dynamics. [over 10 years]
- Marketing Automation: GetResponse, SalesManago, Marketo, MA modules in HubSpot & Salesforce. [5-10 years]
- ESP: Mailchimp, Freshmail, GetResponse. [5-10 years]
- E-Commerce: Shopper, WooCommerce, IBM Websphere, Magento. [over 10 years]
- ERP: SAP, IBM Websphere, Microsoft Dynamics. [over 10 years]
- Analytics: Google Analytics, Adobe Analytics, Similarweb, Senuto, Semstorm, Semrush, Supermetrics. [5-10 years]
- Socialmedia: Meta, LinkedIn, TikTok, Twitter. [5-10 years]
- Ads systems: Meta for Business, TikTok Ads, DV360, Google Ads, LinkedIn Ads. [over 10 years]
- SEO: Google Search Console, Google Pagespeed, Google Structured Data, Answerthepublic. [5-10 years]
- UX: Hotjar, Crazyegg, Screamingfrog, Figma, Adobe XD, Mockflow. [5-10 years]
- Project Management: Asana, Podio, Jira, Teamgantt, Instagantt, Trello. [5-10 years]

### **CERTIFIED SKILLS AND ACCOMPLISHMENTS:**

- Certified Digital Marketing Institute Professional (Eng.) by Digital Marketing Institute; [since 3 years]
- Certified Digital Marketing Trainer (Eng.) by Digital Marketing Institute; [since 1 year]
- IAB DIMAQ Professional (Pol.) by IAB; [since 3 years]
- Microsoft Social Selling Master (Pol / Eng.) by Microsoft; [since 3 years]



- Social Selling with LinkedIn (Eng.) by LinkedIn / Microsoft; [since 2 years]
- Google Ads Certified Professional (currently in 5 areas) by Google; [since 4 years]
- Certified Inbound Sales Professional by HubSpot Academy (Eng.) [since 3 years]
- Google Digital Garage (Pol. / Eng.) by Google; [since 4 years]
- Introduction to Digital Transformation (Eng.) by Stanford University; [since 2 years]
- TikTok Ads Manager 101 (Eng.) by TikTok; [since 1 year]
- Introduction to ESG (Eng.) by Corporate Finance Institute; [since 1 year]
- ESG Reporting in practice (Pol.) by Polish Development Fund (national); [since 1 year]

## EDUCATION

- **Wyższa Szkoła Bankowa, International Management (English)**  
02.2021
- **Stanford University, Introduction to Digital Transformation (course)**  
04.2021
- **Wyższa Szkoła Bankowa, Management, Marketing and Sales Manager**  
02.2021
- **University Administration in Culture**  
05.2006

