



ADRIAN UGOWSKI

DIGITAL MARKETING MANAGER

Phone: +48 663 411 544
E-mail: contact@adrianugowski.com
Portfolio: adrianugowski.com
Full work history: linkedin.com/in/ugowski
Address: Gdańsk, Poland



EDUCATION

UNIVERSITY OF GDAŃSK
FACULTY OF SOCIAL SCIENCES
Sociology (2016 - 2020)
BA in Sociology of Culture

ZESPÓŁ SZKÓŁ ŁĄCZNOŚCI IN GDAŃSK
IT (2012 - 2016)
IT specialist
E.12, E.13 and E.14 qualifications

CERTIFICATES

MEDIA BUYING PROFESSIONAL
Meta Blueprint

GOOGLE ADS (LEVEL 1)
in_DIGITAL MARKETING

ENGLISH LANGUAGE – C1
CJO UG Certificate

TOOLS

ADOBE AFTER EFFECTS	● ● ○ ○ ○
ADOBE ILLUSTRATOR	● ● ○ ○ ○
ADOBE INDESIGN	● ● ● ○ ○
ADOBE PHOTOSHOP	● ● ● ● ○
ADOBE PREMIERE	● ● ● ● ○
DAVINCI RESOLVE	● ● ● ○ ○
BLENDER	● ● ○ ○ ○
STABLE DIFFUSION	● ● ○ ○ ○
AI PROMPTS	● ● ● ● ○
BRAND24	● ● ● ○ ○
META ADS	● ● ● ● ●
GOOGLE ADS	● ● ○ ○ ○
GOOGLE ANALYTICS	● ● ● ○ ○
LINKEDIN ADS	● ● ○ ○ ○
MICROSOFT EXCEL	● ● ● ○ ○
PRESTASHOP	● ● ○ ○ ○
SPROUT SOCIAL	● ● ● ● ○
WORDPRESS	● ● ● ○ ○

ABOUT ME

A passionate digital marketer with over a decade of experience crafting engaging brand narratives. My sociology background provides a unique, data-driven approach to audience analysis, ensuring effective marketing strategies. Leveraging my neurodivergent perspective and artistic experience, I create deeply resonant campaigns, achieving a ROAS of up to 4800%. Experienced in both agency and in-house roles within software and e-commerce, I excel in driving results and leading teams. My leadership in artist collectives has honed my ability to foster collaboration and inspire creativity. I'm eager to bring my expertise and passion to an agency role, focusing on tech, gaming, entertainment, and e-commerce, where I can contribute to diverse client success.

WORK EXPERIENCE

● DIGITAL MARKETING MANAGER

MMR AGENCY  | 10.2021 – CURRENTLY (remote)

- Managing and nurturing relationships with business clients representing Polish and global technology brands (computers, accessories, smartwatches), e-commerce platforms (tech, e-books, and audiobooks), food service, education, and other sectors
- Developing media plans and managing advertising budgets
- Conceptualizing and implementing communication, content marketing, and social media strategies
- Planning, executing, and optimizing social media advertising campaigns (performance, brand awareness, engagement)
- Collaborating with content creators, including writing briefs and scripts, and providing feedback
- Overseeing community management activities
- Providing marketing and PR consultations, conducting audits
- Creating tailored client proposals and estimating their KPI

SOCIAL MEDIA AND PR SPECIALIST

● POLOR SP. Z O.O. | 07.2020 – 10.2021

- Developing visual identities with communication and content marketing strategies for four different brands and implementing them single-handedly on social media
- Managing B2C ad campaigns (performance, brand awareness; FB/IG/GA)
- SEO copywriting – product descriptions and technical blog posts
- E-commerce support (PrestaShop)
- Influencer marketing with micro influencers – research, strategy creation, negotiations, maintaining relationships, creating documentation, management, analysis and reporting
- Market research and competitive analysis
- Brand mentions monitoring

SKILLS

Strategic thinking and planning •
Data-driven decision making •
Agile problem-solving •
Optimized goal-oriented workflow •
Team leadership and motivation •
Collaborative communication •
Analytical insight •
Compelling narrative crafting •
Organizational efficiency •
Strategic time management •
Accelerated learning •

INTERESTS

MUSIC MAKING AND PERFORMING

I actively produce and perform electronic, art-pop, and alternative hip-hop music, having released multiple albums and performed live using synthesizers, samplers and my own voice. I have a history of DJing, performing in various clubs and festivals, and supporting other hip-hop artists.

3D ART

I'm actively learning Blender, experimenting with modeling, shading, and animation to create 3D art and develop my own style. My first published works include album covers and a lyric video for my band, VVelur.

SOCIOLOGY OF CULTURE

I am deeply interested in contemporary symbolic culture, particularly popular culture trends, and the broad relationships between humans and art.

VIDEO GAMES

For four years, I wrote about mobile and computer games, including creator interviews, columns, and reviews. At 16, I was published in print media (Lag Magazyn). I directed a Polish fan dub for Amnesia: The Dark Descent. I follow game design trends, enjoy indie games and immersive sims in my free time.

I'M ALSO INTO...

Cooking, fashion, camping, astronomy, quantum physics, architecture, electronics, DIY projects, AI, history, dietetics, philosophy, psychology, sci-fi literature, cinematography, photography, and a few other things :)

● FOUNDER

KOROZJA  | 10.2019 – 2022

- Leading and managing a 20 members artist collective, including: music producers, rappers, singers, graphic designers, photographers, DJs, VJs, video creators, a sound engineer and a press spokesman
- Supervising projects, events and press relations
- Event organization, maintaining relationships with art managers and club owners
- Managing the publishing plan for music releases and music videos
- Conducting most of the marketing activities online and offline
- Gathering resources, new members and other contributors

● SOCIAL MEDIA SPECIALIST & GRAPHIC DESIGNER

WYDAWNICTWO CZTERY GŁOWY  | 02.2019 – 12.2019, 09.2015 – 05.2017

- Creating a communication strategy and a content marketing strategy and implementing it single-handedly on Facebook and Instagram
- Running Facebook Ads campaigns (traffic, brand awareness and engagement)
- Graphic design (social media posts, simple animations, banners, flyers, e-commerce images)
- Creating landing pages via landingi.com
- Customer support on Facebook and Instagram, moderation
- Product photography

● SOCIAL MEDIA SPECIALIST

POLCODE  | 05.2017 – 03.2018 (remote)

- Co-creating a communication strategy and a content marketing strategy for global English-speaking audiences
- Implementing the created strategies on Facebook, Twitter, LinkedIn, Slideshare and Pinterest, with the help of developers, a graphic designer and a copywriter
- Running B2B lead campaigns and employer branding campaigns on Facebook, Twitter and LinkedIn
- Running and editing the company blog and the newsletter

● WRITER & EDITOR

MOBINFO.PL, ANDROIDAL.PL, ARHN.EU, PLAYLOC.PL | 2010 – 2014

- Writing and editing articles about mobile and video games (reviews, interviews, news and other)
- Creating video content (including creating scripts, recording, performing and editing)
- Training interns

I agree to the processing of personal data provided in this document for realising the recruitment process pursuant to the Personal Data Protection Act of 10 May 2018 (Journal of Laws 2018, item 1000) and in agreement with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation).