

Dominik Kawula

Marketer and PR Manager, Project Manager, WordPress Developer

Summary

Mówią o mnie

Otwarty, towarzyski, bardzo pozytywny i pomocny.

Marta Siwiak, Specjalista ds. rekrutacji w Uniapol / Kraków

Energiczny, kreatywny, lubiący poznawać nowe rzeczy, twardo stąpający po ziemi, na którego zawsze można liczyć.

Żaneta Turbiak, Koordynator ds. rekrutacji i HR w Studio Moderna Polska / Warszawa

Szuka nieprzetartych dróg, którymi z powodzeniem dociera do celu.

Krzysztof Sylwerski, Menadżer PR w P4 sp. z o.o. (operator sieci Play) / Warszawa

Przebojowy. Osoba, która szuka rozwiązań tam, gdzie inni widzą problemy.

Katarzyna Aleszczyk, Web Developer w E-Kreatywnie / Gliwice

Pewny siebie gość.

Paweł Stachowiak, Szef serwisu w Fiddex / Poznań

Otwarty, cieszący się życiem.

Barbara Muszko, Web Developer w E-Wparcie / Gliwice

Experience

Enterprise Project Manager at Perfect Dashboard

January 2018 - Present

Experts Hub Member at Brand24

June 2016 - Present

I share my knowledge as WordPress Developer, Marketer and PR Manager

Blogger

August 2013 - Present

As a marketer I do my best to be always up-to-date and naturally I want to share my opinion and comment on cases. As a WordPress developer I am used to meeting authors, bloggers and influencers.

My blog is a result of combining these two passions. It is all about brands, technology and design. You can also find there coverage of events which I attend. This is a place where you can meet me. It's a kind of my own WordPress lab where I test new features and plugins and now it is more fun for me than writing, to be honest. Together with Kreatura these are a way to improve my developer skills.

Project Manager, Deployment coordinator at Play (P4 Sp. z o.o.)

July 2015 - Present

As an experienced WordPress developer I was asked by the Press Officer for help in creating and implementing new blog's visual identity. Press Officer's blog is the Best Company's Blog of the Year.

I was responsible for:

- building developers team of people that share Play's vision, who were responsible for creating new blog theme adapted to actual trends and final implementation of project in a production environment,
- managing developers jobs effectively,
- intermediating between Play's representatives and developers team,
- consulting projects for UX / UI for Play's customers – readers of the blog,
- selecting appropriate elements to achieve the results expected by Play,
- choosing proper hardware architecture for site performance optimizing.

This project required from me showing a high degree of empathy, patience, flexibility, as well as the excellent organization of time and work, because this job was carried out after working hours. I need to identify business and brand goals based on information provided by Play and select proper tools to achieve them.

Customer Happiness Designer at Perfect Dashboard

November 2016 - December 2017 (1 year 2 months)

Sales and Marketing Manager at Insoft sp. z o.o.

October 2005 - October 2016 (11 years 1 month)

My job is mainly all about taking care of positive corporate image in consumers' and dealers' eyes by creating friendly environment to cooperate. It also involves replying to questions, requests and orders.

The biggest success as a marketer are:

- providing a complete rebranding of Insoft, creating The Corporate Identity Book, ensuring the company presented a modern image that follows trends
- identifying the company's strategic goals and selecting appropriate tools for their implementation,

changing the communication strategy from very traditional to more friendly, from corporate to personal and direct,

- building a 3-person sales and marketing team, taking care of company image and attending to customer needs,
- co-organizing dozens of trade fairs and exhibitions in Poland and abroad,
- preparing and coordinating 5 National Partner Conferences, including organization of the most recent one, in the revised style, according to my own idea. This short video is the best reflection of the success of the conference: <https://www.youtube.com/watch?v=16Rs4cXMDIg> (only polish version)

Education

State Higher Vocational School in Tarnow

engineer, Computing in Telecommunications, Computing in Telecommunications, 2001 - 2005

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[Contact Dominik on LinkedIn](#)