

Adam Paciorek

Marketing and growth leader with 10+ years of experience in **fintech**, **SaaS**, and **e-commerce**. Expert in driving value through strategic marketing and data-driven decision-making in **B2B** and **B2B2C** contexts. Proven success in global marketing strategy development, brand visibility enhancement, employer branding activities and cost management in remote startup settings.

<https://www.linkedin.com/in/adampaciorek/>
www.adampaciorek.online

SKILLS

LEADERSHIP and BUSINESS: Marketing Strategy, Growth Strategy, Startups, Product Marketing, GTM Strategy, User Testing, Product Design & Development, Brand Development, Team Management, Project Management, Budget Management, Agency Management, Entrepreneurship, Storytelling and Copywriting.

TECHNICAL: Web Development (full-stack), AI Marketing Research and Delivery, SEO, Content Marketing, PPC, Data Analysis, Testing (A/B, MVT), Agile Methodologies, Looker Studio, HubSpot, Mailchimp, Wordpress, No-code development (Lovable, Make, n8n, Glide), Facebook Ads, Google Ads, LinkedIn Ads.

WORK EXPERIENCE

XNW Digital (agency), Remote — *Head of Marketing Strategy*

January 2025 - Present

XNW is a boutique agency specializing in strategic marketing and creative solutions for the **wealth management sector**.

As Head of Marketing Strategy, I lead the development of **high-impact campaigns that consistently multiply client pipelines—on average by 5x—**through a combination of **strategic research and innovative execution**.

- Designed and executed full-funnel marketing strategies that integrate content, performance marketing, and automation to drive qualified lead generation and conversion.
- Acted as strategic partner and advisor to clients, identifying opportunities for brand growth, product innovation, and market expansion based on data-driven insights.
- Led cross-functional collaboration across marketing, design, and tech teams to ensure seamless delivery of complex, multichannel campaigns.
- Introduced scalable, repeatable frameworks for campaign planning, buyer enablement tools, and MarTech integrations that improved efficiency and client ROI.

FourthRev, Remote (contract) — *Subject Matter Expert, Marketing*

July 2023 - April 2024

- Co-designed the LSE Marketing Career Accelerator curriculum as a subject matter expert. I was part of a 7-person team, responsible for ensuring content's accuracy and equipping learners with skills in campaign management, strategic marketing, data-driven decisions, and marketing leadership.

Vodeno, Remote — *Head of Marketing*

May 2021 - February 2023

One of the most innovative fintechs in Europe.

Built a high-performing marketing function that doubled the client base by:

- Leading Vodeno's rebranding, delivering a complete website overhaul and refreshed brand identity within tight deadlines.
- Managing a €500K+ annual marketing budget across all marketing and communication channels.
- Leading the team of 3 marketers, 3 agencies and working closely with regional sales teams to expand Vodeno's reach across key European markets.
- Designing and executing multi-faceted marketing strategies—including digital lead generation, events, and ABM—using HubSpot and Pipedrive.
- Improving conversion rates and managing a steady flow across the MQL/SQL pipeline.

Asseco Innovation Fund, Remote — *co-Founder of the incubated startup*

January 2021 - May 2021

Co-founded FinPath.me, a fintech incubated under the Asseco Innovation Fund accelerator, after **winning an Asseco-organized hackathon**, by:

- Leading product design, user journey development, feasibility analysis, and financial modelling.
- Delivering a fully functional MVP while managing a remote team.
- Collaborating with 2 co-founders to drive UX/user testing and effective technology integration.

Yobota Limited, London — *Head of Marketing*

April 2019 - April 2021

One of the most innovative fintechs in the UK. Acquired by Chetwood Banki.

- Started as an independent employer branding consultant, later taking over all marketing activities, including managing a £100K+ annual budget.
- Drove inbound and outbound B2B marketing across digital platforms, events, and partnerships.
- Led cross-functional teams of 3 to 10 members to deliver impactful results.

Philip Morris International, London — *Customer Experience Supervisor - IQOS*

May 2017 - September 2018

Joined the pan-European “fast-track” innovation team, handpicked by global HQ for the EU IQOS launch. **Enhanced digital customer experience and NPS scores** by:

- Introducing a trial mechanism in the UK, which boosted website conversion rates.
- Implementing online chat and visitor tracking to improve customer engagement.
- Championing rapid prototyping to promote agile practices.
- Standardizing performance metrics through targeted data analysis with Excel and Power BI.

Thought Machine, London — *Digital Marketing Lead*

August 2014 - December 2016

One of the most innovative fintechs. 2x unicorn status.

- Managed B2B promotion, social media management, and employer branding initiatives, successfully growing the company's social media presence from 0 to over 4,000 followers across various platforms.
- Played a pivotal role in establishing the company's digital presence, leveraging SEO and PR in collaboration with external agencies.

BOLDROCKET, London — *Digital Marketing Consultant*

August 2014 - November 2015

- Led digital launch of Capco's challenger brand via social media and events; managed community engagement and conducted user testing for 3 apps (36 tests total).
- Executed an award-winning social media campaign, resulting in winning a prestigious Webby Award for one of our products - SnapDonate App.

Moody's Analytics, London — *Marketing Associate*

June 2013 - August 2014

- Managed digital marketing activities for regulatory reporting solutions.
- Executed multi-channel marketing campaigns across web, email, and white papers using Marketo and Salesforce.
- Contributed significantly to the solution's overall success, resulting in me receiving Moody's Excellence Award.

EDUCATION

City University, London — *MSc, e-Business Systems, School of Informatics*

September 2011 - September 2012

Pass with Merit. Participated in CitySpark - a set of workshops designed to provide students with entrepreneurial skills and ending with the pitching competition. Won 1st place at the end of the programme.

Cracow University of Economics, Cracow — *BSc, International Management and Logistics*

October 2007 - June 2011

Pass with Merit. Member of AIESEC - an international non-governmental organisation that provides young people with leadership development, cross-cultural global internships, and volunteer exchange experiences across the globe.

CERTIFICATES

- **Yale University - Connected Leadership Certificate** (2024),
- LinkedIn Learning courses - Create a Go-to-Market Plan , B2B Go-to-Market Strategy (2024)
- HubSpot Academy - Digital Advertising Certification (2024), Inbound Marketing Certification (2024), Content Marketing Certification (2024)
- Glide Certification: Level 1 (2024), Level 2 (2024)
- **Product Designer**, Skvot/ Laba Business School Poland (2023),
- **Marketing Director Course**, Laba Business School Poland (2022)
- Hatch: Programmatic Expert (2016), Attribution Expert (2016), Hatch: SEO and Content Marketing Expert (2016)

ADDITIONAL INFORMATION

LANGUAGES: **Polish** - native, **English** - bilingual proficiency.

AWARDS: Polish Innovation Award (Vodeno), Webby Award (BoldRocket), Excellence Award (Moody's Analytics), CitySpark Pitching Competition winner (City University).

PERSONALITY TYPE: INTJ (MBTI); Futuristic, Analytical, Strategic, Competition, Focus (Clifton Strengths)

INTERESTS: Long-distance running, outdoors and travelling.