${Dominika Pietrzak}

Stoke-on-Trent
07593812440 ~ pietrzad@gmail.com

Portfolio   LinkedIn   Github

In a nutshell

LANGUAGES & TECH

CSS

JAVASCRIPT

JQUERY

APIs

HTML

BOOTSTRAP

GENERAL SOFTWARE AND SKILLS

Shopify

UX Optimisation

SCRUM

Squarespace

CRM

Jira/Asana

Magento

Project Mng

Adobe XD

Projects

Weather Wizard

HTML/CCS/JS
Bootstrap/jQuery

Designed and built an online weather checker which:
- display current and forecasted weather for a given city using the Open Weather API
- tracks and displays recent searches for sleek UX

View Now

Event Jam

HTML/CCS/JS/
Bulma/jQuery/Chart.js

Played a key role in building the functionality of Event Jam, inc:
- fetching and manipulating API information
- pagination
- dynamically rendering html content using JS
- saving and retrieving data to/from local storage

View Now

JS Quiz

HTML/CCS/JS

Designed and built an online javascript quiz which:
- has a countdown timer
- validates user answers and adds points/deducts time accordingly
- allows users to store their highscores using local storage

View Now

A second page requires an introduction...

Now that you know the important stuff, my name is Dom, great to meet you!

I'm a vibrant individual with a record of effective project management and strategy formulation currently undertaking a Full Stack Development Course.

I'm an excellent communicator with innovative ideas, driven by a passion for solving complex problems and creating sleek digital user experiences. I excel in challenging environments where I enjoy combining creativity and analytical thinking to efficiently deliver great results.

Education

Full Stack Development Course
University of Birmingham
03/2021 – 08/2021

Phase 1 (completed)

- HTML
- CSS, Bootstrap
- Javascript, jQuery
- API consumption
- moment.js, chart.js

Favourite methods & syntactic features:
array.filter()
async/await
template strings
destructuring

Description

A 6 month full stack development course by Trilogy with weekly application development assignments.

Phases 2 & 3

- node.js
- mySQL
- express
- mongoDB
- react

Bsc Marketing: First Class Honours
09/2016 – 06/2020
Aston University
Related modules: Digital marketing (73%), Product Innovation and Development (84%)

Experience
KDV Growth
Strategy Lead
02/2021 – current

The role

Development of e-commerce and B2B marketing strategies for small to medium businesses with a focus on growth and resourcefulness. I led and coached a team of young marketers in executing the strategy, ensure targets are met and clients feel happy and safe throughout the process.

Key Achievements

- Doubled quarterly revenue from the email channel by re-energising the conversion strategy
- Increased the number of touch points by 40% through identifying an opportunity for the client to offer a new, cost-efficient, business service
- Improved quarterly website traffic volumes by 17.6k sessions and 8.3k new users by implementing an omnichannel strategy without any additional budget

Growth Marketing Strategist
06/2020 – 01/2021

The role

Contribute towards the development of marketing strategy and lead in its execution whilst coaching a direct report and maintaining a strong and positive relationship with the clients from a variety of industries, from B2B interior design houses to D2C home food delivery services.

Key Achievements

- Within 2 months of joining the company doubled a client's email click through rate through continuous A/B testing and implementation of advance segmentation
- Led the testing, documentation and installation of two major e-commerce website applications
- Managed the set-up and migration of customer data into Active Campaign
- Created bespoke UI designs using Adobe XD for clients and rebuilt the company website from scratch in Squarespace

MSD
Digital Marketing PM | Placement Student
06/2018 – 08/2019

The role

Manage a multitude of complex website projects, coordinating as many as six teams per project including external agencies, overseas development teams and senior internal stakeholders. Prepare business cases for new developments and lead their implementation.

Key Achievements

- Prepared an variety of technical documentation for website development projects, including FRQ, QASR, QAP etc.
- Reduced lead times by 66% by identifying opportunities for streamlining the content curation and approval process.
- Led and delivered three web development projects, managing a budget of £150,000
- Ideated and pitched a lead generation email campaign which doubled conversion rates and reduced bounce rates by 20%

Thank you for your time spent reading my CV.