



Dominika Pietrzak  
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A few words about me

A vibrant and hard-working individual with a record of effective strategy implementation and client management. I am driven by my love for solving complex problems through combining data with creative thinking. My approach is centred around being resourceful and efficient whilst injecting a positive atmosphere into every project I am a part of.

Let's Connect! <https://bit.ly/3e0ts3T>

In a nutshell

SKILLS

Journey Planning	Digital UX
Strategy Ideation	PM
Insight Extraction	CRM

PROGRAMS & SYSTEMS

Shopify	Klaviyo	GA
Squarespace	Active Campaign	Jira/Workfront
Magento	FB Ad Manager	Google Suite

Experience

**KDV Growth**  
**Strategy Lead**  
02/2021 – current,  
I unofficially began the role in October 2020.

The role

Development of e-commerce and B2B marketing strategies for small to medium businesses with a focus on growth and resourcefulness. I lead and coach 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

My mantra

“Only those who don’t try don’t fail”

Experience Continued

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 Placement Student

06/2018 - 08/2019

The role

Develop a portal marketing strategy and manage a multitude of complex website projects, managing as many as six teams per project including external agencies, overseas development teams and senior internal stakeholders.

Key Achievements

- Ideated and pitched a lead generation email campaign which doubled conversion rates and reduced bounce rates by 20%
- Streamlined the content curation and approval process reducing lead times by 66%
- Led and delivered three web development projects, managing a budget of £150,000

Other Experience

Education

Sales consultant ~ Louis Vuitton  
02/2020 - 05/2020

Head of Marketing & Social Media ~ TEDx Aston University  
10/2017 - 06/2018

Marketing Intern ~ Bournville College  
06/2017 - 12/2017

Full Stack Development Course  
University of Birmingham 02/2021 - current

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

Social Media Marketing  
Hubspot 06/2020

Thank you for your time spent reading my CV.