

# ANNA KOWALSKI

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## EXECUTIVE SUMMARY

Senior marketing leader with 13+ years of experience driving digital transformation and business growth. Proven track record of leading high-performance teams, implementing strategic initiatives, and delivering solutions that generate measurable ROI across global markets.

## CORE COMPETENCIES

Strategic Leadership	Team Management	Digital Transformation
Social Media Marketing	Instagram	Process Optimization
Stakeholder Management	P&L Responsibility	Change Management

## PROFESSIONAL EXPERIENCE

**Senior Marketing Manager**  
**TechCorp Solutions** | 2011 - Present

- Spearheaded enterprise-wide marketing transformation initiatives impacting 1641+ employees
- Delivered \$8M+ in annual revenue growth through strategic social media marketing implementations
- Built and led global teams of 20 professionals across 6 countries
- Reduced operational costs by 31% while improving service quality and customer satisfaction

## EDUCATION & CERTIFICATIONS

**Master of Business Administration** | King's College London | 2009  
**Bachelor of Science in Communications** | King's College London | 2007

**Professional Certifications:**

- Salesforce Marketing Cloud