

TOMEK REGULSKI

Phone: (516) 658-6958 | Email: tomek.regulski@gmail.com | New York, NY
LinkedIn: [in/tomek-regulski-867153130](https://www.linkedin.com/in/tomek-regulski-867153130) | Portfolio: tomekregulski.github.io/portfolio/ | GitHub:
[tomekregulski.github.io](https://github.com/tomekregulski)

Technical Skills

Languages: JavaScript ES6+, CSS3, HTML5, SQL, NoSQL

Applications: GitHub, MongoDB, MySQL

Tools: Express, React, Node, Query, Bootstrap

Platforms: MS Excel/Word/Powerpoint, Hubspot, ADP, Quickbooks, Affinity Design Suite, ProTools, Ableton Live

Projects

Deep Roots | [Written link to GitHub](#) | [Written link to deployed project](#)

- Summary: Promotional site for extraordinary American Folk/Roots music ensemble
- Role: Sole author
- Tools: HTML, CSS, JavaScript, Bootstrap, GoogleFonts, Affinity Designer

Project #2

Intelly | [Written link to GitHub](#) | [Written link to deployed project](#)

- Summary: Data report platform for food and beverage industry
- Role: Sole author
- Tools: HTML, CSS, JavaScript, Bootstrap, GoogleFonts, Node, MongoDB

Project #3

Phoodie | [Written link to GitHub](#) | [Written link to deployed project](#)

- Summary: Scheduling and reporting app for field marketing teams
- Role: Sole author
- Tools: HTML, CSS, JavaScript, Bootstrap, GoogleFonts, Node, MongoDB

Work Experience:

Director of Field Marketing Phoodie Marketing

2015 - Present
New York, NY

Build and manage a National Field Marketing Program, overseeing both the management and brand ambassador teams, managing and building client relations, and growing presence in the industry through success and innovation.

Key Accomplishments:

- Grow the program from being active in two regions, 15 brand ambassadors working 200 monthly events, and 8 clients; to be operational across the entire continental US with a team of 300+ brand ambassadors working 800-1,000 monthly events, and 40+ active clients. Saw revenue increase of 347% (\$432,000 - \$1,500,000)
- Manage an operations team of 4 fulltime employees and three part-time independent contractors, by means of the EOS standards.

- Work with CEOs and Marketing Executives of 100+ natural product brands to design and execute their campaigns on both regional and national levels, such as Sir Kensington's, Dr. Praeger's, Laird Superfood, Cappello's, Evo Hemp, Lavva, Cucina Antica, and The Jackfruit Company.
- Administer payroll for 5 employees and 300+ independent contractors. Employees and contractors were on separate schedules. Payroll was administered through ADP. My responsibilities also include reviewing each payroll report and confirming its accuracy prior to putting through the system.
- Analyze report data for all of our campaigns to determine effectiveness/level of success. I also present this data to our clients and discuss/strategize as needed upon review.
- Oversee the development of several programs that allowed us to offer new services to our clients and to provide more work for our field teams. This includes a national store audit program, and the activation of a call team that helps our clients identify new sales opportunities and give care to current accounts.
- Develop new, and maintain current, client relations.

Digital Marketing Consultant
Self-Employed
NY

2012 – Present
New York,

➤ Accomplishments::

- Album Release Campaign
 - Created and executed a strategy that utilized Newsletters, Social Media (Facebook, Twitter, Instagram), and PR to generate awareness and hype in the lead-up to fundraising, as well as to sustain awareness upon release of the album.
 - Surpassed goal of raising \$10,000+ through a Kickstarter Campaign to fund the recording and release of the album.
- Fanbase engagement strategy
 - Created and executed a strategy to increase overall presence and engagement on social media platforms.
 - Successfully increased total followers by 270%.

Musician, Meditation Teacher
Self-Employed

2012 – Present

➤ Responsibilities:

- Composer and sitar/surbahar player.
- Complete bio can be found at www.tomekregulski.com
- Is a member of *Common Sounds* - an international collective of musicians.
- 15+ years of ongoing studies in Hindustani Music. Outstanding teachers include Bahuddin Dagar, Krishna Bhatt, Tejendra Majumdar..
- Has received \$20,000+ in grants to support the creation of work.
- Teaching appointments at the University of Maryland and American University (2010+2011).
- Composer-in-Residence at the University of Maryland School of Dance (2012-2013)

Education

Certificate, Full Stack Web Development - Columbia University
 NY

New York,

DMA Music Composition - University of Maryland

College Park, MD

MM Music Composition - Binghamton University

Binghamton, NY

BA Music - Hartwick College

Oneonta, NY

