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Work Experience

E-commerce Executive - Vinsani Ltd.

(London, February 2019 - present)

Core Responsibilities:

- Managing the e-commerce website and marketplaces (Amazon and Ebay) using order management and stock control software - Linnworks
- Managing pricing and shipping templates across all channels
- Managing and Processing Orders
- Optimising/creating product pictures using Adobe Photoshop

Online Marketing Executive - PPUH Artman

(Niedomice, Poland; August 2018 - December 2018)

Core Responsibilities:

- Managing the e-commerce website and Allegro marketplace
- Managing product pages, categorisation and attributes
- Introducing and integrating CRM and Support System (Thulium) with the website
- Minor website visual adjustments (HTML/CSS)
- Optimising product pictures and designing homepage sliders using Adobe Photoshop
- Running FB Ads campaigns - A/B testing ad sets and audiences
- Running Allegro Ads - creating and managing marketplace PPC campaigns

Online Marketing & Marketplaces Executive - Baker Ross Ltd & Yellow Moon UK Ltd

(London; March 2017 - March 2018)

Online Marketing Core Responsibilities:

- Optimising meta titles, descriptions and URL structure following SEO best practices
- Adwords - researching keywords, monitoring & optimising running campaigns, maintaining ad customisers ensuring ads and offers are up to date
- Analysing traffic and customer behaviour using Google Analytics
- Updating the Polish website's home page and navigation to create a professional look and feel (Magento)
- Optimising product listing pages, categorisation and attributes
- Optimising the copy to convert as many customers as possible
- Translating products, page description, editorial for the catalogue / website

Marketplaces Core Responsibilities:

- Analysing and reporting on key metrics (Sales, Traffic, PPC performance) using Amazon Seller Central and Sellics.
- PPC - using Sponsored Product Ads to drive traffic; managing and creating campaigns, analysing, researching and optimising keywords and bids.
- Uploading new product listings on marketplaces using Channel Advisor.
- Optimising listings to increase sales conversion and maximise revenue.
- Liaising with marketplaces software partners to resolve issues and maximise product availability.
- Identifying problem areas (Amazon Seller Central, Channel Advisor, 3ex.net) and liaising with relevant departments to improve.
- Ensuring marketplaces are updated with best sellers, latest products and new items.
- Establishing and maintaining good relationships with account managers on the various marketplaces.
- Reporting feedback on product to buying department.
- Optimising listing pictures using Adobe Photoshop

Personal Projects - SEO and Online Marketing

(November 2015 – Present)

SEO & Affiliate Marketing:

- Keyword Research: Researching profitable keywords using tools like Keyword Planner, Keyword Revealr, SEMrush.
- Competition Analysis: Thorough analysis of main competitors based on relevancy, metrics, and backlink profile, using tools like Majestic and Ahrefs.
- On-Page Optimization: Content and page headers optimization with focus on keyword placement and density, Meta Tags optimization, Image optimization, XML sitemap creation and submission, Robots file optimization.
- Off-Page Optimization: Foundational link building, high DA web 2.0 properties creation and maintenance, finding and registering high PA expired web 2.0 properties, high TF/CF blog posts.
- PBN creation.
- Website Analytics: traffic and website analysis using Google Analytics and Google Webmaster Tools.

Social Media:

- Video Creation & Youtube Optimisation
- Customer service: responding to clients' queries in a polite manner and the right tone
- Gathering and interacting with targeted audience
- Preparing and posting content on a daily basis

Content Writing:

- Researching and writing different types of seo-optimized articles (general articles, reviews, buyer's guides, etc.)

Education

Bachelor of Arts in English Philology

PWSZ, Tarnów, Poland

(October 2011 – June 2014)

Certificates:

- AdWords Search Certification
- Google Shopping Certification

Key Skills

- HTML & CSS (currently learning Web Development, at the stage of learning javascript)
- Adobe Photoshop
- Languages: Native in Polish, Fluent in English
- Excellent communication skills, both written and verbal
- Capable of working on own initiative and as a part of a team
- Proficiency in all areas of Microsoft Office, including Excel, Word and PowerPoint

Hobbies & Interests

- Music production and playing instruments - running own Youtube Channel
- Gaming
- Photography
- British Premier League enthusiast