

# Adam Gałęcki

Digital Marketing Manager

[galecki.site](http://galecki.site)

[linkedin.com/in/adamgalecki](https://linkedin.com/in/adamgalecki)

[linktr.ee](http://linktr.ee)

## Marketing Manager

2021 – 2025

Dogtronic

Comprehensive digital campaign management. SEO for external clients and marketing team management.

## Marketing Specialist

2023 – 2024

Institute for Higher Education Development

Coordination of promotional activities (PPC, Email-marketing), development of brand communication (LinkedIn) and analytical support.

## SEO Specialist

2021 – 2022

Kryptobot

Client website SEO audit and optimization, link building and analytics, copywriting.

## Graphics Designer

2021

EmArt Studio

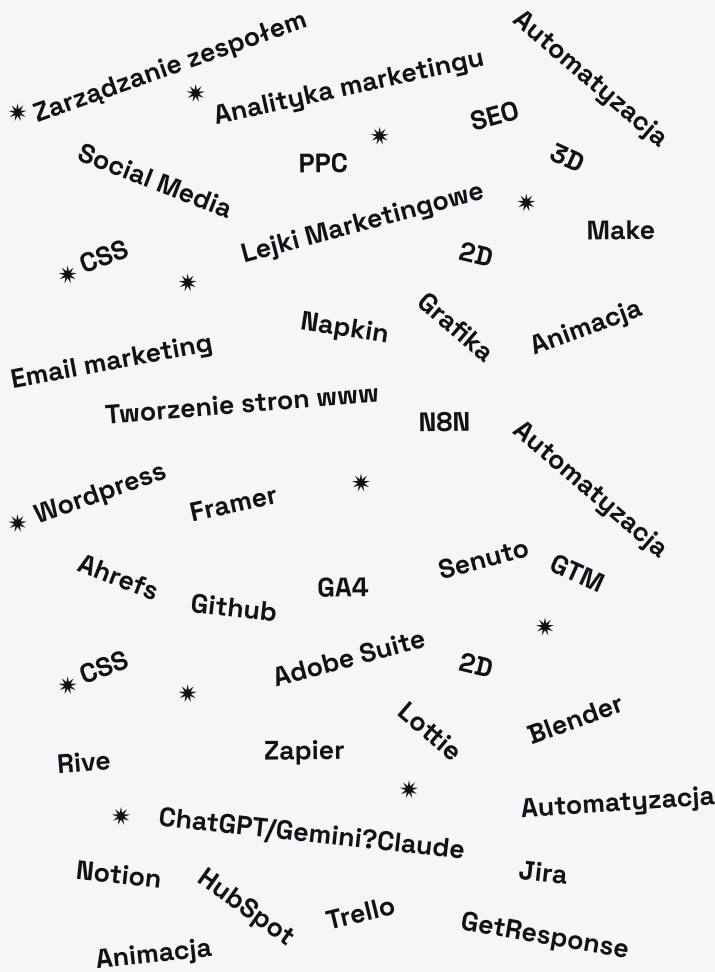
Designing graphic materials for print.

## Intern

2021

Akanza

Supporting the team in content creation and advertising campaigns.



## Edukacja

2018-2021

Politechnika Lubelska \* Licencjat

Marketing i Komunikacja Rynkowa

Selected Projects

Martom Doors

SEO | Management

SEO for external door manufacturer

We've been working together since 2022. In the past year, we achieved >3 million organic impressions in Google, increasing traffic by 22%. Through systematic work on content, link building and technical optimization, we gained >650 new phrases in TOP10 and built a stable foundation for long-term business growth.

Dogtronic

E-mail marketing | Automation

Marketing and sales campaign

In collaboration with the sales department, we developed a cold mailing campaign that included creating a dedicated tool for automatic data scraping from the web and sending personalized messages to corporate clients. As a result of our efforts, we managed to establish contact with brands such as: Żywiec Group, Biedronka, and Dino.

SPSK4 Hospital

SEO | PPC | Google Ads

Google Ads + SEO – campaign promoting postpartum depression prevention

The goal was to reach women struggling with postpartum depression and encourage them to seek medical help. The campaign aimed to increase awareness of the problem and facilitate access to specialized care. It ran for six months with results including: 750 completed forms from Google Ads, 4% conversion rate, conversion cost of 16 PLN, and approximately 1,000 completed forms from organic Google search results.

Doginvoice

SaaS | Web Development

SaaS platform promotional campaign

The project involved designing a sales campaign based on email marketing and content preparation, designing and implementing a promotional website for the Doginvoice platform – invoicing automation software for B2B companies.

click here to see graphics portfolio

Certyfikaty

Fundamentals of digital marketing

Google2023

B2B - lead generation

Szymon Negacz2024

The use of AI in Marketing

Kreatywny Marketing2023

Viral and Creative Marketing

Jakub Biel2024