

# ŁUKASZ RZECZKOWSKI

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An experienced specialist in Facebook Ads and Google Ads, owner of a marketing blog ([www.rzeczkowski.pl](http://www.rzeczkowski.pl)) and online store ([www.banditstore.pl](http://www.banditstore.pl)). I am a great communicator, I am ambitious and striving for knowledge.

Currently I am looking for my first job as a junior frontend developer. Entering the IT sector and possibility of development are my main goals for now. Therefore, I promise that choosing me will be the perfect match for you.



[lukasz@rzeczkowski.pl](mailto:lukasz@rzeczkowski.pl)  
[www.rzeczkowski.pl](http://www.rzeczkowski.pl)  
667-687-655



[www.github.com/wukashii](https://www.github.com/wukashii)



[www.linkedin.com/in/lukaszrzeczkowski/](https://www.linkedin.com/in/lukaszrzeczkowski/)

## SKILLS

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- HTML, CSS, SASS,
- JavaScript,
- React,
- Github,
- C# .NET Core,
- Entity Framework,
- MS SQL,
- Unit test (xUnit),
- VSC, Visual Studio,
- Photoshop/Illustrator,
- Facebook/Google Ads, GTM, Google Analytics,
- english command B1

## EDUCATION

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### College of Personnel Management in Warsaw

BA IN HUMAN RESOURCES

### Artur Jabłoński

ADVANCED COURSE - ADVERTISEMENT ON FACEBOOK

### Sprawny Marketing

"SOCIAL MEDIA MANAGER" COURSE

### Atelier Foksal

GRAPHIC DESIGN COURSE

### Coders Lab bootcamp

FRONTEND DEVELOPER: JAVASCRIPT/REACT BOOTCAMP

### .NET Academy internship

THREE-MONTH INTERNSHIP IN OBJECTIVITY ACADEMY

## INTERESTS

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**Cryptocurrencies** - regularly I am investing in cryptocurrencies and I am educating myself in this area

**Programming** - a passion that has been developing in me for a long time, but only at the end of 2020 I made a bold move and I signed up for a bootcamp in Coders Lab. For five years I have been interested in UX/UI, graphic design, and I have been making Wordpress websites (without coding).

**Sport** - I cannot imagine my life without a little bit of activity in my everyday routine. I am not particularly connected with one sport, but until this moment I have managed to finish the Warsaw Marathon, and tens of half marathons. Currently, I prefer gravel trips.

## EXPERIENCE

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### Objectivity

Intern .NET/React Developer  
3 months (2022)

- C# .NET Core,
- Entity Framework,
- MS SQL,
- Unit Tests,
- HTML, CSS, React

### Performance Media

Facebook Ads/Google Ads Specialist  
1 year (2021-2022)

- creating Facebook & Google Ads campaigns,
- web & traffic analysis in Google Analytics,
- analysis & reporting marketing activities,
- implementation of tracking codes,
- preparing the strategy of marketing activities in PPC.

### Media Trust (freelance)

Facebook Ads/Google Ads Specialist  
2 years 6 months (2019-2021)

- creating Facebook & Google Ads campaigns,
- web & traffic analysis in Google Analytics,
- analysis & reporting marketing activities,
- implementation of tracking codes,
- preparing the strategy of marketing activities in PPC.

### Mota-Engil Real Estate

Digital Marketing Specialist  
12 months (2020-2021)

- running social media accounts,
- creating Facebook, Google and LinkedIn Ads campaigns,
- analysis & reporting marketing activities,
- preparing the strategy of marketing activities in PPC,
- graphic design for social media and ads,
- website administration,
- real estate marketplace cooperation - Otodom, Obido, Morizon, Tabela Ofert, Rynek Pierwotny, itd.

### Ptak Warsaw Expo

Facebook Ads Specialist  
6 months (2019-2020)

- creating Facebook Ads campaigns,
- web & traffic analysis in Google Analytics,
- analysis & reporting marketing activities,
- implementation of tracking codes,
- sales department cooperation
- training employees
- developing process

### United Titans

Facebook Ads/Google Ads Specialist  
1 year 6 months (2018-2019)

- creating Facebook & Google Ads campaigns,
- web & traffic analysis in Google Analytics,
- analysis & reporting marketing activities,
- implementation of tracking codes,
- preparing the strategy of marketing activities in PPC.

### Audience Network

Traffic Manager  
7 months (2018)

- creating Facebook & Google Ads campaigns,
- web & traffic analysis in Google Analytics,
- analysis & reporting marketing activities,
- implementation of tracking codes,
- preparing the strategy of marketing activities in PPC,
- creating RTB (Adform) campaigns.

### Fachowcy.pl

Web Graphic Designer  
2 years 3 months (2015-2018)

- creating websites in own CMS,
- creating layouts of websites,
- preparing content for printing.