

Daniel Marcinkowski

Business Information Systems Mature Student | Former Senior Marketing Manager

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Professional Summary

Business Information Systems student at University College Cork with a decade of hands-on experience scaling early-stage tech companies through product marketing, content strategy, and community building. Proven track record as a founding marketer at multiple startups — driving go-to-market strategy, growing user bases, and building cross-functional alignment between product, design, and leadership teams. Now combining execution-focused marketing expertise with formal technical and business training in programming, data analytics, and systems thinking.

Career Highlights

- Scaled a developer tools user base from 25 to 20,000+ as the founding marketer at Ready Player Me (later acquired by Netflix)
- Grew social media following 10× across LinkedIn, X, Facebook, and Instagram at two startups
- Built a 15,000-member developer community from scratch on Discord, driving product adoption
- Increased referring domains 25× through hands-on SEO strategy, boosting organic traffic
- Organised events with 1,000+ attendees, including flagship developer events in New York City

Education

University College Cork, Cork, Ireland — BSc Business Information Systems (Sep 2025–May 2029)

- Python, Web Development (HTML, CSS, JavaScript), Business Statistics, Management Accounting, Systems Analysis, Entrepreneurship

Google Professional Certificates

- Project Management (Oct 2024)
- UX Design (Feb 2025)
- Data Analytics (Mar 2025)
- Business Intelligence (Mar 2025)

Professional Experience

Senior Marketing Manager — Ready Player Me, Berlin, Germany (Jan 2021–Nov 2024)

Cross-game avatar platform for game developers. Later acquired by Netflix.

- Joined as founding marketer and built the entire marketing function from zero; reported directly to the co-founder and leadership team
- Developed and executed product marketing and messaging strategy, contributing to scaling the customer base from 25 to over 20,000
- Planned and launched GTM campaigns across social, email, community, and partner channels
- Built and nurtured a developer community of 15,000+ members on Discord, creating a feedback loop between users and the product team
- Organised online and in-person events worldwide, including a flagship 1,000+ attendee event in New York City
- Owned the full content creation pipeline — blog, email, YouTube, podcast, short-form video, and newsletters
- Led SEO initiatives that increased referring domains 25× and drove significant organic traffic growth
- Gathered and presented weekly, monthly, and quarterly KPIs and marketing insights to leadership; set quarterly OKRs for the marketing team
- Collaborated cross-functionally with sales, product, design, and leadership teams on roadmap alignment, messaging, and feature ideation
- Managed external contributors (designers, developers, writers, PR agencies) and led multiple CMS transitions

Digital Marketing Specialist — ACELR8, Berlin, Germany (Mar 2019–Dec 2020)

Startup-focused recruitment company.

- Joined as founding marketer; developed B2B demand generation and brand positioning strategy, growing client engagement by 150%
- Grew LinkedIn followers 10× through data-informed posting strategy; owned the full content pipeline across blog, podcast, and video
- Launched and hosted the Talking Talent community event series, attracting over 1,500 HR and startup professionals
- Led the company's visual re-branding following the Sprint framework and design thinking principles
- Managed the company website and oversaw a full CMS migration to Webflow

Content & Community Manager — Phase Software, Berlin, Germany (May 2018–Feb 2019)

Design tool for UI/UX professionals.

- Led go-to-market content strategy, driving early user engagement and product awareness
- Built and scaled a Slack community of 2,500+ designers for product feedback and brand advocacy
- Launched a digital magazine — 14 issues published, reaching 10,000+ monthly views
- Represented the company and gave talks at design meetups

Social Media Specialist — Daftcode, Warsaw, Poland (Aug 2016–Jun 2018)

- Developed integrated marketing strategies for five B2C and B2B ventures simultaneously
- Executed and optimised paid campaigns across Facebook, Twitter, Instagram, and LinkedIn Ads

Volunteer Experience

Notion Ambassador (Apr 2025–Present)

- Hosting events for Notion power users in Berlin; creating Notion-focused content

Skills & Tools

- **Marketing & Content:** Product marketing, go-to-market strategy, SEO, content strategy, social media, email marketing, community management, event management, paid media
- **Analytics & Data:** Google Analytics, Amplitude, HubSpot Analytics, Metabase, ahrefs, SEMrush
- **Design & Creative:** Figma, Canva, Final Cut Pro, Logic Pro, Adobe Lightroom
- **Project & Collaboration:** Notion, Jira, Asana, Trello, Google Workspace, Microsoft Office
- **Automation & AI:** Zapier, Make.com, ChatGPT, Claude, Notion AI, GitHub Copilot
- **CMS & Web:** Webflow, Ghost, WordPress, Contentful
- **Programming:** Python, HTML, CSS, JavaScript, SQL, Shell Script, Git

Professional Competencies

- Data-driven decision-making and performance tracking
- Cross-functional collaboration with sales, product, design, and engineering teams
- Strategic product marketing and go-to-market planning
- Stakeholder communication and presentation delivery
- Problem solving and critical thinking
- Agile workflow management and project coordination
- Lifecycle and content marketing strategy development
- Community management and audience growth
- Campaign optimisation and KPI reporting
- Event planning, hosting, and moderation

Languages

Polish (Native), English (C2, IELTS Academic 8.5), German (A2)

Interests

Consumer technology, Photography, Speciality coffee, Fitness & running, Travel

References available upon request. Portfolio: meetdaniel.me/work