Daniel Marcinkowski

Senior Marketing Manager (experienced) & **Junior Project Manager** (aspiring)

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Professional Summary

I've nearly a decade of experience in marketing, content creation, and community building for tech companies. I turn complex technologies into clear, effective strategies that drive growth. Known for my focus, adaptability, and strong teamwork, I bring a practical, results-driven approach to my work.

Work Experience

Senior Marketing Manager, Ready Player Me; Berlin, Germany — Jan 2021 – Nov 2024
- As the first marketing hire, I developed the company's product marketing and messaging strategy, helping grow the game developer tools customer base from 25 to over 20,000.
- I managed social media accounts, increasing Twitter and LinkedIn followers by over 10x, and created content marketing assets, including blog articles, a podcast series, short-form videos, and email newsletters.
- I worked on Search Engine Optimization (SEO), growing referring domains by 25x.
- I built a developer community on Discord that grew to 15,000 members and organized online and in-person events, including a 1,000+ attendee event in New York City.
- My role included managing relationships with clients, investors, and PR agencies while coordinating the marketing team's workload and presenting results in company meetings.

Digital Marketing Specialist, ACELR8; Berlin, Germany — Mar 2019 – Dec 2020
- I developed the company's marketing strategy and helped establish its position in the Berlin startup recruitment space.
- I grew LinkedIn followers 10x and managed other social media accounts, including Facebook, Twitter, and Instagram.
- I created content marketing materials, such as blog articles, podcasts, and short-form videos.
- Additionally, I launched and hosted community events for over 1,500 HR professionals.

Content & Community Manager, Phase Software; Berlin, Germany — May 2018 – Feb 2019
- I worked on the product marketing strategy for a tool for UI/UX designers and built a Slack community that grew to 2,500 members.
- I organized in-person events and collaborated with design professionals to create content marketing materials, including blog articles, a podcast series, and a digital magazine with over 10,000 monthly views.
- I also managed the company's social media accounts on Facebook, Twitter, and LinkedIn.

Social Media Specialist, Daftcode; Warsaw, Poland — Aug 2016 – Jun 2018
- I created and executed marketing strategies for five ventures, focusing on social media marketing and paid campaigns on Facebook, Twitter, Instagram, and LinkedIn.
- I also managed content marketing, creating posts and articles for blogs and social media.

Junior Moderator, Cheil Worldwide; Warsaw, Poland — May 2016 – Jul 2016 & Jul 2015 – Aug 2015
- I moderated Samsung Poland's social media channels, including Facebook, Twitter, and LinkedIn, ensuring accurate responses and consistent messaging.

Editor, Android.com.pl; Warsaw, Poland — May 2014 – May 2015
- I wrote over 100 articles about the Android operating system and consumer technology while attending industry events and contributing to the platform.

Education

- Google Data Analytics on Coursera — Professional Certificate, Mar 2025
- Google UX Design on Coursera — Professional Certificate, Feb 2025
- Google Project Management on Coursera — Professional Certificate, Oct 2024
- XCIX High School with Bilingual Classes in Warsaw, Poland — High School Diploma, 2013-2016

Personal Projects

- Blogger, dmarcinkowski.pl — Jan 2015 - present
- Dobre Rzeczy podcast — May 2020 - Mar 2022
- Personal YouTube channel — Apr 2020 - present
- Skonfigurowani podcast— Apr 2017 - Sep 2019
- Shufflecast podcast — Apr 2015 - Jun 2016

Professional Skills (and Tools)

- Content Management Systems, CMS (Webflow, Contentful, Ghost, WordPress, Medium.com)
- Customer Relationships Management, CRM (HubSpot, Pipedrive)
- Project management (Jira, Asana, Notion, Monday.com, Todoist)
- Social media marketing (Facebook, X/Twitter, Instagram, LinkedIn, Reddit)
- Performance and paid marketing (Google Ads, Meta Ads, X Ads, LinkedIn Ads, Reddit Ads)
- Email marketing (HubSpot, Sendgrid, Mailchimp)
- Community and events management (Discord, Discourse, Meetup.com, Eventbrite, Livestorm)
- Photo, audio, podcast and video editing (Adobe Lightroom, Logic Pro, Garageband, Final Cut Pro)
- Graphic and UI/UX design (Adobe Photoshop, Figma, Sketch, Canva, Miro)
- Search Engine Optimization, SEO (ahrefs, SEMrush, Google Search Console)
- Data analytics (Google Analytics, HubSpot Analytics)
- Office suite (Microsoft Office, Apple iWork, Google Docs)
- Generative AI and automation (ChatGPT, Claude, NotebookML, IFTTT, Zapier)

Personal Skills

- Adaptability (thriving in dynamic and fast-paced environments)
- Collaboration (working with cross-functional and remote, asynchronous teams)
- Exceptional organizational skills
- Creativity and diverse content creation skills
- A self-starter attitude and eagerness to learn
- Technology- and tools-savvy

Languages

- **Polish** (native)
- **English** (fluent; IELTS Academic 8.5; CEFR C2)
- **German** (elementary)

Personal Interests

- Consumer technology
- Photography
- Specialty coffee
- Traveling
- Fitness
- Personal finance