

Daniel Marcinkowski

Business Information Systems Mature Student | Senior Product Marketing Manager

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Professional Summary

Business Information Systems student with a decade in startup marketing, known for being resourceful, reliable, and highly organised. I combine hands-on product marketing and content strategy with technical training in programming and systems analysis. Adaptable and empathetic in how I work, I connect strategy, data, and user needs to create innovative solutions that deliver value.

Education

- BSc Business Information Systems (University College Cork) — Sep 2025 – May 2029 (projected)
 - Python Programming, Web Development, Information Systems in Global Organisations, Management Accounting, Business Statistics, Entrepreneurship, Management
- Google Business Intelligence Certificate (Coursera) — Mar 2025
- Google Data Analytics Certificate (Coursera) — Mar 2025
- Google UX Design Certificate (Coursera) — Feb 2025
- Google Project Management Certificate (Coursera) — Oct 2024

Professional Experience

Senior Marketing Manager at Ready Player Me; Berlin, Germany — Jan 2021 – Nov 2024

- Spearheaded the company's product marketing and messaging strategy, scaling the game developer tools user base from 25 to 20,000+.
- Built and executed social media strategies, increasing Twitter and LinkedIn followers 10x.
- Created full-funnel content assets: blog articles, email campaigns, podcast series, video.
- Led SEO initiatives, increasing referring domains by 25x and driving organic traffic growth.
- Built and nurtured a developer community of 15,000+ on Discord; hosted virtual and in-person events, including a 1,000+ attendee event in NYC.
- Collaborated cross-functionally with product, design, and leadership teams to ensure marketing alignment with product roadmap.
- Presented KPIs and campaign results to executive leadership; contributed to strategic marketing planning and quarterly OKRs.

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

- Developed B2B demand generation and brand positioning strategies for Berlin's startup recruitment space.
- Managed and optimised LinkedIn and social media growth (10x increase); ensured consistent brand messaging.
- Produced and distributed thought leadership content across blogs, podcasts, and video formats.
- Planned and hosted events with 1,500+ HR professionals to increase brand engagement and lead generation.

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

- Led go-to-market content strategy for a UI/UX design tool and drove early user engagement.
- Built and scaled a Slack community of 2,500+ designers to foster product feedback and brand advocacy.
- Co-created content partnerships and launched a digital magazine with 10,000+ monthly views.
- Managed end-to-end content lifecycle: ideation, creation, publishing, and analytics.

Professional Experience (Continues)

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

- Developed integrated marketing strategies for five B2C/B2B ventures.
- Executed and optimised paid campaigns across Facebook, Twitter, Instagram, and LinkedIn Ads, achieving targeted acquisition goals.
- Created copy and multimedia content for web and social platforms; aligned with customer segmentation strategies.
- Partnered with designers and videographers to test ad formats, creative variations, and CTA optimisation.

Junior Moderator, Cheil Worldwide; Warsaw, Poland — May 2016 – Jul 2016 & Jul 2015 – Aug 2015

- Managed Samsung Poland's social media presence across Facebook, Twitter, and LinkedIn.

Professional Skills & Tools

- **Marketing & Content Tools:** Webflow, Contentful, Ghost, WordPress, Medium, HubSpot, SendGrid, Mailchimp, ahrefs, SEMrush, Google Search Console, Adobe Lightroom, Photoshop, Final Cut Pro, Logic Pro, Canva
- **Project & Collaboration Tools:** Jira, Asana, Notion, Monday.com, Trello, Todoist, Google Docs, Microsoft Office
- **Programming & Data:** Python, HTML, CSS, SQL, R
- **Ad & Analytics Platforms:** Google Ads, Meta Ads, LinkedIn Ads, Reddit Ads, Google Analytics (GA4), HubSpot Analytics, Metabase, Amplitude
- **Community & Event Platforms:** Discord, Discourse, Meetup.com, Eventbrite, Livestorm
- **Automation & Generative AI:** ChatGPT, Claude, Zapier, IFTTT, NotebookML

Key Competencies

- Go-to-market strategy development
- Cross-functional team collaboration
- Lifecycle marketing
- Campaign performance optimisation
- Community growth and engagement
- Stakeholder communication
- Data-driven decision making
- KPI tracking and reporting

Languages

- **Polish** (Native)
- **English** (Fluent — IELTS Academic 8.5 / CEFR C2)
- **German** (Elementary)

Personal Projects

- Blogger, meetdaniel.me (2015-present)
- Personal YouTube channel — (2020-present)
- Dobre Rzeczy podcast (2020-2022)
- Skonfigurowani podcast (2017-2019)
- Shufflecast podcast (2015-2016)

Personal Interests

- Consumer technology
- Photography
- Specialty coffee
- Traveling
- Running & Fitness