

TOMASZ MAJEWSKI

COMMUNICATION STRATEGY • DIGITAL MARKETING • CREATIVE DIRECTION



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EXPERIENCE

Social Media Manager & Sr Copywriter
CliqStudios
2016 - 2018

- Wrote advertising and collateral copy, updated product descriptions and website verbiage.
- Developed content strategy, and social publishing calendar.
- Authored original blog articles and associated content for a wide social media footprint including Facebook, Instagram, YouTube, Twitter, Pinterest, and Houzz.
- Engaged with followers daily, fielding general home improvement questions, responding to specific product inquiries, and resolving customer service issues and complaints.
- Tracked and reported organic performance using native platform insights, third-party social media management tools, and Google Analytics. Identified key traits of high engagement posts to produce similar-style content, converting best performing organic posts to paid advertising campaigns.
- Established social listening programs to find and leverage user generated content.
- Nurtured, developed, and deployed influencer marketing campaigns.
- Managed customer-submitted reviews and business reputation across multiple consumer reporting websites, responding to positive and negative customer ratings. Successfully removed Yelp listings.
- Collaborated across the organization with cross-functional teams providing copywriting, graphic design, digital marketing, and PPC support for human resources, financing, and dealer channel.

Principal
Majewski Marketing & Media LLC
2011 - Present
Consulting part time since 2016

- Consulted on, launched, and managed content strategy, social media, and paid digital advertising campaigns on Google Adwords, Facebook, Twitter, LinkedIn, and Meetup.
- Organized networking and education events on behalf of clients, driving foot traffic to their locations, and building brand awareness by positioning clients as main event sponsors.
- Wrote, directed, filmed, and edited short form video content.

Marketer & Graphic Designer
West Academic Publishing
(formerly a part of Thomson Reuters)
2009 - 2011

- Designed collateral, digital visuals and mobile application user experience graphics while adhering to strict Thomson Reuters branding guidelines.
- Designed, coded, and distributed email campaigns, updated micro-site HTML code, developed social media, and pay-per-click advertising strategies.
- Working as part of a cross-functional team, developed corporate-wide standards for use of social media, published employee manual, and presented short seminars on proper use.

Director of Marketing
Great Lakes Aquarium
2005 - 2008

- Maximized exposure within a tight budget when planning all media, including sourcing, purchasing and placing all print, broadcast and out-of-home advertising and collateral materials.
- Reduced marketing costs through elimination of under-performing vehicles, maximizing use of in-kind media, and developing all creative in-house.
- Facilitated all communication with media by writing and distributing news releases, giving interviews, conducting VIP tours and planning receptions/special events.
- Fostered strategic relationships with key community organizations and formed partnerships with other nonprofit entities to advance the GLA's educational mission.

EDUCATION

University of St. Thomas
2012

Certificate Course
Mini Masters of Marketing Management

College of St. Scholastica
1999 - 2003

Bachelor of Arts
Management; International Management (double major) | Communications; Art (double minor)

DEMONSTRATED EXPERTISE

Copywriting
Graphic Design
Photography

Social Strategy
Content Creation
Influencer Marketing

Google Adwords
Google Analytics
Video Production/Editing

Adobe Creative Suite
Microsoft Office
Wordpress

Mail Chimp
Constant Contact
ActOn