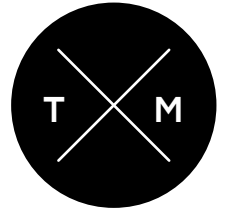# TOMASZ MAJEWSKI

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- network   linkedin.com/in/tomaszmajewski

EXPERIENCE

Digital Content Manager
acpi® Wood Products
(formerly a division of
Elkay Manufacturing)
2018 - present

- Managed all digital marketing: websites, email, social media.
- Developed new content marketing strategy spanning B2B and B2C channels, creating partnerships across extensive network of independent dealers, leveraging user generated content.
- Monitored over 30 social media channels for 10 cabinetry brands.
- Managed and executed all enhancements for ten total WordPress and Wix websites; developed new techniques to manage complex, detailed product updates.
- Built new acpi corporate website on WordPress platform from the ground up.
- Drove incremental sales growth through innovative marketing tactics such as content marketing, email campaigns, and paid online digital advertising.

Social Media Manager
& Sr Copywriter
CliqStudios
2016 - 2018

- Wrote advertising and collateral copy, updated product descriptions and website verbiage.
- Authored original blog articles and associated promotional content for a broad social media footprint.
- Performed daily community management activities, fielding general home improvement questions, responding to specific product inquiries, and resolving customer service issues and complaints.
- Tracked and reported social metrics using native platform insights, and third-party tools.
- Developed content strategy, and social publishing calendar. 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.
- Monitored business reputation across multiple customer ratings sites, responding all submitted reviews.
- Collaborated across the organization providing copywriting, graphic design, digital marketing, and PPC support for human resources, financing, and dealer channel marketing.

Principal
Majewski Marketing
& Media LLC
2011 - 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 educational events on behalf of clients, driving foot traffic to their locations, while 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
2009 - 2011

- Designed collateral, website visuals, social media graphics, email campaigns, and mobile application user experience graphics while adhering to strict Thomson Reuters branding guidelines.
- 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, sourcing, purchasing and placing all print, broadcast and out-of-home advertising and collateral materials.
- Wrote and distributed press releases, gave interviews, conducted VIP tours and planned special events.
- Fostered strategic relationships and partnerships with community organizations and nonprofits 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	Social Strategy	Google Adwords	Adobe Creative Suite	Mail Chimp
Graphic Design	Content Creation	Google Analytics	Microsoft Office	Constant Contact
Photography	Influencer Marketing	Video Production/Editing	Wordpress	ActOn