

TOMASZ MAJEWSKI



9950 Lee Drive
Eden Prairie, MN 55347
218.393.0742
tom@tomaszmajewski.com

tomaszmajewski.com
work samples & additional background info

EXPERIENCE

Digital Content Manager

Cabinetworks Group
2020 - present

*acpi Wood Products acquired
Masco Cabinetry forming
Cabinetworks, February 2020*

- Lead a team of digital marketing specialists responsible for all website maintenance, email marketing execution, and digital strategy support.
- Managed and/or implemented all enhancements and detailed product updates for over 20 total internal and external websites spanning multiple platforms including Big Commerce, WordPress, and Wix.
- Built new Cabinetworks Group website on WordPress platform from the ground up, delivering final product within two weeks and ahead of deadline.
- Working directly with Leadership, contributed to communication strategy and composed messaging announcing merger finalization, introducing Cabinetworks Group to employees, customers, and the press.
- Partnered with Sales Leadership to create new business lead capture form, collecting additional pertinent data, resulting in higher quality leads, leading to improved follow-up rates by sales, and higher conversions.
- Stood up a consumer information portal for a major home improvement retailer in six weeks.
- Working in coordination with Creative Services and I.T., launched new company intranet information portal.
- Developed intranet content calendar, and wrote internal corporate communications; sought out newsworthy content, and interviewed employee "news-makers." Repurposed existing content as appropriate.
- Increased application rates for hourly positions at production facilities across ten states by developing a paid social media advertising recruitment strategy, coupled with new landing pages leading to a better candidate experience online while improving search engine optimization (SEO).

Digital Content Manager

acpi Wood Products
2019 - 2020

*acpi acquired Elkay Wood
Products, February 2019*

- Directed digital marketing and online communications strategies.
- Managed all digital platforms, including content marketing, and email communications for a portfolio of ten cabinetry brands spanning B2B and B2C channels. Planned content for, and monitored over 30 social media channels and feedback portals, responding to consumer questions, ratings, and reviews.
- Managed and implemented all updates for ten total WordPress and Wix websites, including UX/UI enhancements, and search engine optimization.
- Collaborating with a cross-functional team, established new e-commerce channel driving incremental revenue growth, reducing consumer call & email volume, improving Customer Service response times for B2B account assistance requests.
- Created new custom product request intake system, minimizing follow-up communications by ensuring capture of all necessary information, leading to increased capacity for custom quotes team.
- Visited specialty photo studio to capture additional still images and video of new product sets.
- Leveraged relationship with BUILDER magazine to gather content and promote products during the 2020 Kitchen & Bath Industry Show; created micro-site to house content; captured additional photos and videos used on websites, branded and corporate social media channels.
- Built new acpi corporate website on WordPress platform entirely in-house.

Digital Content Manager

Elkay Wood Products
2018 - 2019

*a division of Elkay
Manufacturing; B2B kitchen
& bath cabinet manufacturer*

- Planned, coordinated, and executed new product launch content updates across seven cabinetry brands' digital communication channels, including email, social, and web.
- Improved social media engagement rates by implementing a new system for identifying, capturing, and leveraging content generated by B2B partners.
- Increased blog website traffic through refined social strategy promotion; integrated blog promotions into multiple email communications leading to audience growth; improved subscriber readership using upgraded new post notifications.
- Conceived, designed, and staffed an interactive "selfie station" at KBIS 2019, encouraging expo attendees to create user generated content, and reach new audiences by sharing photos of themselves physically engaging with new products launched at the show on their personal social media channels.
- Partnered with outside agency to manage a content management platform shift with significant data migration for seven cabinetry brand websites.



EXPERIENCE (CON'T)

Social Media Manager & Senior Copywriter

CliqStudios Cabinets
2016 - 2018

*exclusively online, DTC
kitchen & bath cabinet
manufacturer and retailer*

- Wrote advertising and collateral copy, updated product descriptions and website verbiage.
- Authored two to four original blog articles each week, writing and designing all 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 to 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

*a division of Thomson
Reuters; law school text
books & study aids*

- Designed print and digital flyers, booklets, out-of-home advertising, trade show materials, digital images, social media graphics, and email campaigns.
- Developed new mobile application user interface adhering to strict Thomson Reuters branding guidelines.
- Managed email campaign design, coding & distribution, social media strategy, and pay-per-click advertising.
- 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

*non-profit educational and
tourism organization*

- Maximized messaging reach within a tight budget when planning all media, sourcing, purchasing and placing all print, broadcast and billboard advertising and collateral materials.
- Wrote and distributed press releases, gave interviews, conducted VIP tours and planned special events.
- Created new digital marketing vehicles by composing and designing email campaigns, facilitating podcasts and writing and directing video content.
- Increased outreach to regional educators, resulting in awareness growth and positive perception shift.
- Fostered strategic relationships and partnerships with community organizations and non-profits 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
Facebook Paid Ads

Video Production+Editing
Adobe Creative Suite
Microsoft Office

WordPress
Mail Chimp
Constant Contact