



JAKUB KUBICKA

MARKETING PROFESSIONAL

CONTACT

Seattle, WA

jakubkubicka@outlook.com

+1.206.331.9888

PROFILE

A marketing fanatic looking to join the marketing team of a business that is innovatively disruptive in their own industry. After learning & practicing every avenue of this subject, I'm ready to plant some roots and have some big impact.

BLOG

Did He Die Yet?

An open-ended 1st person narrative of a curious human. A digital canvas with mental upchuck as the acrylic paint & wooden palette.

What it progressively paints to, we'll see.

didthedieyet.wordpress.com

EXPERIENCE

Microsoft

Community and Brand Manager, Sammamish February 2016 - Present

- Developed, implemented and analyzed 6 campaigns to market our brand to employees within and outside Global Escalation Services, our 50+person organization across 5 countries
- Owned planning, promotion, & execution of 50+ office social events while measuring success with KPI's
- Design and release weekly email marketing campaigns to build awareness and drive traffic to initiatives
- Doubled community engagement by actively posting advertisements around campus, releasing well-designed, and using feedback analytics to measure success and inform future planning
- Lead the full execution of a gourmet pop-up restaurant, published a 90-page yearbook, and directed a 12-week gamification campaign that had a 79% active user level

Belief Agency

Project Manager, Seattle, September 2015 - December 2015

- Managed or coordinated accounts for big names like Dunn Lumber (content marketing), Amazon (production of a film), and Goodwill (an annual newsletter)
- Curated and project managed the production of 22 Dunn DIY articles, a daily contenting marketing campaign to build brand equity and engagement with the Dunn Lumber brand
- Worked alongside the COO in day-to-day operations, problem solving, and data analytics

Red Crayon Advertising

Associate Account Manager, Australia, December 2014 - May 2015

- Apprentice on the account management side, acting as a liaison between creatives & clients
- Worked with national Australian brands like Skybus, Federation Centres, and Bob Jane T-Marts, while occasionally practicing conflict resolution skills between clients & agency-side creatives
- Developed prowess in Google Adwords and Facebook Advertising, allowing me to measure the search engine clout of specific website content and banner ads

Fisher Investments

Internal Strategy Consultant, Portland, July 2013 - June 2014

- Consulted with 7 departments to provide solutions to problems in their service models
- Collaborated with Recruiting, Marketing, and Projects to complete 8 short-term projects
- Transitioned to a Junior Project Manager role where I was given a more structured framework in executing IT-related projects, like adopting a new HRM system or company-wide intranet
- Gained valuable experience in MS Projects, writing business proposals, and giving sales pitching while being challenged by company executives

PASSIONS

World Travel: visited 22 countries

Seattle Sales Group: Founder and Marketing Director

Writing: author of 3 blogs

2011 - 2016

2016 - Present

2013 - Present

EDUCATION

June 2014 - August 2014

School of Visual Concepts
2014 Advertising Bootcamp

September 2008 - March 2013

University of Washington
Bachelor of Arts, major in Business Administration-Marketing (3.5 GPA)

January 2012 - May 2012

Norwegian School of Economics
Foster Exchange Program
Rigorous 30 credit business curriculum (3.9 GPA)