

# JAKUB KUBICKA

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## RELEVANT SKILLS

- HTML & CSS coding
- Strong analytical skills (Google Analytics, Tableau, Excel)
- Technical & creative writing (current writing samples on [jakubkubicka.com](http://jakubkubicka.com))
- Exceptional interpersonal communication and persuasion skills

## WORK EXPERIENCE

### Amazon (Contract)

*September 2017 – Present*

Temporary Account Manager, Seattle, WA

- Act as a strong team player by providing unwavering support to Campaign Analysts & Account Managers
- Optimize and analyze digital advertising campaigns to ensure successful ROI for advertisers
- Manage campaign paces and performance through data analysis, reporting, and adherence to primary goals
- Synthesize and compile periodic campaign reports while pulling actionable insights for CAs and Account Executives

### Microsoft

*February 2016 – September 2017*

Community & Program Manager, Sammamish, WA

- Supported the timely and accurate execution of 4 initiatives to build a strong brand identity & community for Global Escalation Services, a 350+person Support organization across 5 countries
- Executed and managed Gamification, a 12-month initiative to gamify learning of Microsoft product releases tools, system updates, and other Support resources for Tier 3 agents
- Used business intelligence on a weekly basis to measure engagement with the Gamification platform, leading to recalibrated marketing strategies to maintain a 40% active user base
- Acted as the Subject Matter Expert for Gamification where I troubleshooted system-related issues and provided regular reporting for users, Team Leads, and Program Managers

### Belief Agency

*September 2015 – December 2015*

Project Manager, Seattle, WA

- 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 recording and writing of 22 *Dunn DIY* articles, a daily contenting marketing campaign to build brand equity and engagement with the Dunn Lumber brand
- Recommended process improvements for the project management process, ultimately leading to a more streamlined process that cut out redundant client communications
- Worked alongside the COO in problem solving and Google Analytics, giving me a firsthand look into the advantages & growing pains of a startup

### Red Crayon Advertising

*December 2014 – May 2015*

Associate Account Manager, Melbourne, Australia

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

## EDUCATION

School of Visual Concepts

*June 2014 – September 2017*

-HTML & CSS, Adobe Illustrator, Copywriting, Creative Concepting

University of Washington, Seattle, WA

*September 2008 – Present*

-Bachelor of Arts in Business Administration-Marketing (3.5 GPA)

-Certificate in Digital Marketing (Courses in paid advertising, SEO, content marketing and more)

Norwegian School of Economics, Bergen, Norway

*January 2012 – May 2012*

-Rigorous 30 credit business curriculum (3.9 GPA)