

JAKUB KUBICKA

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RELEVANT SKILLS

- Action-oriented with high integrity
- Advanced Project Management experience
- Love learning and helping others achieve their full potential
- Technical & creative writing (current writing samples at jakubkubicka.com)
- Strong analytical skills (Google Analytics, Tableau, Excel, as well as HTML & CSS)
- Exceptional interpersonal communication and public speaking skills

WORK EXPERIENCE

Emntr *September 2017 – Present*

Director of Marketing, Seattle, WA

- Drive the expansion and awareness of Emntr, a platform that connects travelers who want to learn how to surf with surf professionals, all through targeted digital marketing messages, tools, and experiments
- Work closely with the Director of Sales in Hawaii in developing the outbound marketing plan to build the user base in Hawaii via hotel partnerships, activations, and content marketing
- Project managing the full development of marketing collateral, blog articles, and social creatives while analyzing performance data and tracking metrics respective to the content & social strategy

Amazon (Contract) *September 2017 – December 2017*

Seasonal Account Manager, Seattle, WA

- Acted as a strong team player by providing unwavering support to Campaign Analysts & Account Managers
- Optimized and analyzed 300+ digital advertising campaigns to ensure successful ROI for advertisers
- Became the most improved and ultimately the highest performing AM out of 3 seasonal contractors
- Managed campaign paces and performance through data analysis, reporting, and adherence to primary goals
- Synthesized and compiled 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 & grow the community of Global Escalation Services, a 350+ person Customer 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 resources for Tier 3 agents, all via crafted messaging
- Used business intelligence on a weekly basis to experiment and measure engagement with the Gamification platform, leading to recalibrated marketing tactics to maintain a 40% active user base

Belief Agency *September 2015 – December 2015*

Project Manager, Seattle, WA

- Managed and coordinated accounts for big Seattle names like Dunn Lumber (content marketing), Amazon (production of a film), and Goodwill (print & digital 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
- Worked alongside the CMO in feedback analytics of digital campaigns and constant creative problem solving

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 display advertising, SEO, content marketing & analytics)

Norwegian School of Economics, Bergen, Norway *January 2012 – May 2012*

-Rigorous 30 credit business curriculum @ the highest rank business school in Norway (3.9 GPA)