



# Mariusz Szatkowski

internet marketing specialist &

WordPress freelancer



## Experience

VECTOR sp. z o.o. | 07.2007 - present

### internet marketing specialist

- Mobile-friendly web development, WordPress customisations
- + Responsive Web Design (RWD) implementations
- + WordPress themes and plugins development
- + webinar, b2b-commerce and 3rd party application websites
- + e-mail marketing campaigns analysis, reporting
- + e-marketing strategies, e-PR and social media support
- + ongoing SEM (SEO+PPC) optimization
- + keywords research and link building
- + SEM/WEB/UX analysis

trojmiasto.us | 06.2007 - present

### wordpress freelancer, internet marketing consultant

- Planning, layout and campaigns of numerous websites for both independent clients and larger organisations
- + front- and back-end WordPress themes and plugins development
- + desktop as well as mobile layouts, in multilingual projects.

Osemka Internet Media | 2005-2007

### SEM / web designer / brand manager

- SEM campaigns of hosts over 120k active websites, over 150k registered U, 3.5M UU/mo (26% of all Internet usage in Poland at the time), near 1.3M page views/day-one of the leaders of freehosting services in PL
- + traffic growth researches,
- + web analytics - monitoring and reporting
- + web design: services, advertisements, campaigns
- + e-mail marketing

As a Wordpress themes and plugins developer I specialise in multilingual, cross-browser front- and back-end customisations, responsive web design and Search Engine Marketing. I deliver highest quality technologies for mobile and desktop devices. Creating RWD layouts for WordPress themes, accessible for every kind of devices anytime, any place. I adapt and/or tailor themes and plugins to individual customer needs, using HTML5 / CSS3 / PHP / JS. I move customers from HTML, or low quality CMS services, and train them in new tools. I establish a solid web presence and improve online businesses thanks to inbound marketing and web optimisation.

I build complex WordPress-based services, lowering companies CAPEX and OPEX in Internet activity. I perform holistic SEM analysis of quantitative and qualitative research data. I recommend optimisation activities, offering strategic and tactical support to clients. I specialize in creating medium to large size campaigns for online companies which seek to dominate in respect of their products, services and overall presence online – especially in the Google search engine. I possess a highly advantageous skill set that combines technical knowledge with cross-sections experience; I am able to manage both the coding requirements and client-side customisations with adaptations in

medium- and large-scale projects. I quickly understand and adapt to new solutions in online-based technologies, industries and business environments. I have grown to a point of extremely vast and comprehensive understanding of the subject matter. The WordPress environment and Search Engine Marketing and Optimization (SEM / SEO) are my main focus and drive me in my quest to greater heights, keeping me abreast with the ever-evolving world of search & SEO.



## Profile



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## Education

Warsaw School of Economics | 2009 - 2010

Postgraduate Diploma, Internet marketing

University of Warmia and Mazury in Olsztyn | 1998 - 2003

MSc in Quality Control



## Skills and proficiency



Web development



Web design



SEO



PPC



WordPress



Project management



Analytics & Reporting



Creativity



HTML5 / CSS3



Adobe Photoshop



Team player



Diligence



Punctuality



Humor :)