

Pawel Skiba

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WORK EXPERIENCE

Createany

Founder & Explainer Video Producer

Remote

May 2018 – now

- Built relationships with potential clients through cold calling and mailing. Achieved over 75% email open rate & over 15% response rate.
- Lead and scheduled all production aspects from beginning to completion.
- Prepared scripts & storyboards for each video. Researched the content to ensure accuracy.
- Created over business 35 videos for various companies.

Novedo Marketing

Marketing Assistant

Remote

March 2019 – March 2020

- Created over 20 long-term online marketing plans for new clients.
- Coordinated & executed campaigns for 3 clients simultaneously to meet established goals.
- Developed email copy and scheduled targeted email campaigns.
- Developed keyword stats, search engine rankings, keyword suggestions, and keyword placement.
- Provided recommendations for page coding, site architecture, linking, and content structure.
- Conducted several Youtube channels audits and provided recommendations.
- Created a few basic campaigns in Facebook Ads & Google Ads

Smartcamp

Customer Service & Business Development

Rzeszow, Poland

July 2018 – September 2018

- Analyzed the recreational vehicle industry to adjust pricing strategy for particular countries and products.
- Built and maintained relationships with new and existing clients that resulted in increased sales growth.
- Negotiated distribution agreements with interested parties around Europe.
- Prepared customized offers for potential clients.
- Took part in 6 travel and tourism trade shows around Poland.

CREATIVE EXPERIENCE

YouTube

Creator

Remote

January 2016 – now

- Created over 100 Youtube videos across 2 Youtube channels and grew 5,000 subscriber base.
- Helped another Youtube channel to grow and achieve over 60k subscribers.
- Actively follow trends on Youtube & other video related platforms.

EDUCATION

The University of Information Technology and Management

BSc Aviation Management

Rzeszow, Poland

October 2013 – April 2017

- The final grade - Very Good
- Business Centre Club

ADDITIONAL INFORMATION

Languages: Polish (native), English (fluent), Turkish (basic) Advanced knowledge of Adobe Creative Cloud.

Computer: Basic knowledge of HTML, CSS, JavaScript, Basics of Google Analytics & Tag Manager

Interests: Music production (*creating EDM music*), Travelling (*visited 25+ countries*), Aviation.