

Wit Nirski

DIGITAL MARKETING MANAGER

I have over 10 years of experience in digital marketing. I know it end to end, from every angle – planning and executing online presence strategy, managing websites and mailings, social media activities and online media campaigns (both creative & media aspects).



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EXPERIENCE

2015.06.01 - 2017.09.30 **TESCO POLSKA - CE DIGITAL MANAGER**
Briefing, planing and development of CE digital seasonal campaigns in all online channels, supporting their execution on local markets.
Leading non transactional Tesco digital actions (owned, earned and paid channels) in Poland. As a member of Tesco CE Digital Team taking part in crafting common Tesco online strategy on CE level and implementing it on local level.

ACHIEVEMENTS

1.3 milion CE customers brought to Tesco Xmas sites across four markets. 70 thousands unique wishes created by users who turned their voice into digital snowflake.

2012.06.01 - 2015.05.31 **TESCO POLSKA - COUNTRY DIGITAL MANAGER**
Taking care of Tesco Polska online presence
Coordinating every Tesco Polska online activity (including website, mailings, social media, excluding online shopping)
Creating and implementing online strategy for Tesco Polska
Managing digital budget
As a member of communication team I took part in setting up Tesco Polska marketing strategy

ACHIEVEMENTS:

Culinary section reaching 850k UU monthly
Seasonal content sections with wp.pl gathering over 1 million users during Xmas and Easter
Nonstandard activities - viral videos (Apel Henia do polskich pitkarzy), #kibicujzTesco

i I was a member of jury in creative contests - Young Creatives and MediaTrendy, also gave talks on online marketing conferences

2011.05.16 - 2012.05.31 **TESCO POLSKA - INTERNET SPECIALIST**
Coordinating Tesco actions within Social Media, and Call Center.
Supporting tesco.pl development.

ACHIEVEMENTS

Introducing Tesco Brand Heroes to the Social Media World
Facebook app that created a personalized song based on user social media activity.

i Tesco Polska online activities were awarded with most valuable polish awards, including Kreatura, KTR, MixxAwards, GoldenArrow.

2010.10.15 - 2011.02.28 **GUS AND SOFTLINE- CENSUS APPLICATION TRAINING MANAGER**
Coaching 75 leaders and 250 reckoners to use mobile app for Census interviews;

2008.04.01 - **.APEIRO INTERACTIVE AGENCY - PROJECT MANAGER | CHIEF EDITOR**
2010.08.31
Looking after the creation and evolution of football news site - 11.pl
Developing minor sites based on Wordpress CMS

2007.10.01 - **BUREAU OF TRANSPORT IN KRAKÓW - PRESS OFFICER**
2008.03.31
Responsible for ongoing Bureau communication in all media channels.

2005.02.01 - **WISŁA KRAKÓW S.A. - PRESS OFFICE COORDINATOR**
2007.09.30
Taking care of press office team and development of club website and newsletter.
Representing club amongst european organizations (including UEFA)
Hosting and interpreting (polish-english) press conferences

i As Wisła Kraków representative I took part in UEFA Conference dedicated to changes in European Club competition

LANGUAGES

English - C1

German - A2

SKILLS

Managing work of small team of direct reports, and supporting their growth
Distributing complex tasks amongst agencies and media house, tracking results of their actions.
Great presentation skills
Drawing conclusions from wide range of data sources
Eye for details

EDUCATION

COMPUTER PROGRAMMING - AKADEMIA GÓRNICZO HUTNICZA

Master studies - suspended after IV year

IN MY FREE TIME

I BLOG

I've started my first blog in 2006. Since 2010 I write at <http://niecodzienny.net> - This is my way to craft writing skills. I fiddle with videoblogging from time to time.

I TAKE PICTURES

I am a passionate digital photography amateur. I look for interesting shots and portraits. I post results of my findings at <http://mojafotografia.com>

I SUPPORT AN NGO - FUNDACJA POKONAĆ ALERGIĘ

I have prepared and developed website of the foundation. I also help with email accounts administration.

I READ

Gladwell, Dubner, Levitt, Duhig, Heath - they all help me understand the world a little better. And the scandinavian crime stories help me break away a little.

References will be provided at request

Wyrażam zgodę na przetwarzanie moich danych osobowych w celu przeprowadzenia rekrutacji, zgodnie z ustawą z dnia 29 sierpnia 1997 r. o ochronie danych osobowych. Oświadczam, że zostałem poinformowany przez administratora danych osobowych o przysługującym mi prawie dostępu do moich danych osobowych, ich poprawiania oraz dobrowolności ich podania.