

Piotr Karczmarczyk

Social Media & Content Marketing

Digital marketing specialist focused on content strategy, short-form video production, and scalable social media systems that transform ideas into engagement, visibility, and growth.



Content Strategy · Social Media Marketing · Content Production · Ads · Website · Analytics · CRM

Experience

Marketing Officer

VirtuPartner | 2025-2026

- Generated qualified B2B leads through LinkedIn content and outreach, optimizing positioning and messaging.
- Executed full-funnel social and paid campaigns (Meta Ads), from content creation to performance optimization.
- Improved campaign results through data tracking and iterative testing, refining targeting, creatives, and messaging.

Communication Officer

L'Usine à Chapeaux | 2024-2025

- Designed and executed multi-channel communication strategies for cultural and educational programs.
- Produced short-form video and social campaigns (reels, teasers, event recaps) to boost visibility and engagement.
- Built and managed editorial calendars across platforms, ensuring consistent and coordinated campaigns.

Communication Officer

Protectim Security Group | 2023-2024

- Built internal communication systems (intranet, newsletters, brand guidelines).
- Managed social media and employer branding content to support recruitment and HR.
- Coordinated events and professional fairs to strengthen visibility and recruitment outreach.

Education

Master's Degree - Marketing Manager

ECS Paris

Bachelor's Degree - English LLCER

Université de Saint-Quantin en Yvelines

Skills

Content Strategy

Branding

Paid Ads

Analytics

CRM

Social Media Campaigns

Video Production

Optimization

Lead Gen

Tools

Canva

Meta Ads

Adobe Suite

HubSpot

Google Ads

WordPress

Notion

See My
Portfolio Here

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