

Piotr Karczmarczyk

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

Social Media & Content Marketing

Digital marketing & content specialist turning bold ideas into high-impact content that drives leads and fuels growth. Expert in social campaigns, short-form video, and scalable content strategy.

Experience

Marketing Officer

VirtuPartner | 2025-2026

- Generated qualified B2B leads through LinkedIn content and outreach campaigns, optimizing positioning and messaging for professional audiences.
- Executed full-funnel social media and paid acquisition campaigns (Meta Ads), from content planning and copywriting to performance analysis and optimization.
- Improved campaign performance through data tracking and iterative testing, using analytics dashboards to refine targeting, creatives, and messaging.

Communication Officer

L'Usine à Chapeaux | 2024-2025

- Designed and executed a multi-channel communication strategy to promote cultural and educational programs.
- Produced short-form video content and social media campaigns (reels, teasers, event recaps) to increase visibility and audience engagement.
- Built and managed editorial calendars across multiple platforms, ensuring consistent publishing and coordinated campaign launches.

Communication Officer

Protectim Security Group | 2023-2024

- Built and launched internal communication systems including intranet, newsletters, and brand guidelines.
 - Managed social media presence and employer branding content, supporting recruitment and HR communication.
- Coordinated company participation in professional fairs and events, strengthening brand visibility and recruitment outreach.

Education

Master's Degree - Marketing/Communication Manager

ECS Paris

Bachelor's Degree - English LLCER

Université de Saint-Quantin en Yvelines

Skills

Adobe Suite, Davinci Resolve, Google Sheets/Excel, Canva, Content Strategy, Social Media Marketing, Meta Ads, Meta Business Suite, WordPress, Google Analytics, Google Ads, HubsSpot, Clickup, Notion