



Patryk Kalinowski

Experienced & technical B2B growth marketer looking for opportunities to grow at high tech modern companies.

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Experience

Netguru – Software Consulting Company (5+ years)

Mar 2020 – Now

Marketing Automation Lead

Remote

Building, managing and documenting Growth team data pipeline and integrations between marketing, sales and recruitment systems. Mainly Hubspot (advanced use of API, HubL etc.), Salesforce, Zapier (with advanced features such as webhooks and custom Javascript/Python code).

Designed from scratch, deployed and currently maintaining whole ETL (ELT) and BI stack for Growth team: BigQuery, dbt, Stitch and custom singer.io data loaders, Rudderstack, Metabase/Data Studio. Went from nothing to multi-touch marketing attribution model for B2B services with average of \$160k Customer LTV.

Data exploration & analysis, custom reports on business metrics and marketing results. Looking for things that don't work (ex. campaigns generating hundreds of leads that end up nowhere) and proposing how to improve them. Creating "data stories" to help non-technical team members understand more complicated dashboards.

Mar 2018 – Jan 2020

Demand Generation Team Leader

Remote

Founded and led the team responsible for lead generation at Netguru – SEO, SEM, Marketing Automation and Marketing Operations.

Since 2015 we helped grow revenue by 700% (400k to 3,25M USD monthly) and organic traffic by 1120% (47k to 574k pageviews), reached 800% ROAS with Google Ads and 700% revenue increase from online channels.

Managed 50k USD per month advertising budget. Coordinated work with Content, Social, Employer Branding, Recruitment and Sales Operations teams and external SEO/SEM agency. Defined KPIs and reported on results.

Grew the team to 5 people without churn and stepped down after 2 years to focus more on marketing tech and analytics.

Nov 2017 – Mar 2020

Senior Growth Specialist

Remote

I was responsible for maintaining our marketing automation, integrations and analytics. Built workflows automating work of many people in the team, helping them increase their output and efficiency

Designed fully automated Marketing Qualified Leads hand-off to Sales team with automated reporting on quality of those leads (integration between Hubspot and Salesforce data)

I found bottlenecks within various marketing pipelines, processes and activities, published proposals for solutions and implemented them to be used by the rest of the team.

Ran advertising campaigns with positive ROI.

Oct 2015 – Oct 2017

Online Marketing Specialist

Remote

Implemented Hubspot workflows, integrations and lead pipelines working to this day. Ran successful ad campaigns on Google, Facebook, LinkedIn and Twitter. Set up analytics tools with custom event tracking and ran A/B tests, tripling conversion rates from 2% to 6% on key landing pages.

XTRF – Translation Management Systems (7 months)

Feb 2015 – Sep 2015

Marketing Intern

Kraków, Poland

I joined XTRF to help improve their marketing automation. I was responsible for digital analytics and marketing tools, such as SalesManago Marketing Automation, Mailchimp (with Automation), Google Analytics and implemented self-hosted Matomo Analytics for part of application with confidential data.

I created reports of customer paths in-app to understand how they are using it everyday and find biggest chokepoints. Additionally, it helped engineering team discover how some of the app errors and exceptions occurred by tracking down user paths leading to them. I created tailored integrations of marketing automation tools with internal company systems using custom Ruby scripts and leveraging use of APIs.

I co-managed company's Wordpress site, preparing customised forms which automatically segmented new prospects signups and delivered automated messages based on on-site activity.

By preparing comprehensive implementations of Google Analytics and Matomo I was able to deliver detailed reports of marketing efforts and even find bugs in the product.

AIESEC – International Student Organisation (1,5 years)

Oct 2014 – Mar 2015

Inbound Marketing Team Leader

Kraków, Poland /
Remote

I was leading a team of four and we did language workshops lead generation for students from local universities. In short, thanks to well defined target audience, segmentation, CRO and A/B testing we reached 3000% ROI of paid channels.

I created bespoke registration system which tracked signup sources and revenue in the same report, leading to detailed and easy to grasp attribution data. We were able to reliably track signups from ATL campaigns (banners and posters) and our metrics proved they were not profitable. Moreover, I completely automated signups and students group allocation, which saved about one man-month of previously manual work.

Apart from that, I was providing trainings for my team and other AIESEC members. Topics included Google AdWords, Facebook Ads, e-mail marketing, remarketing, web analytics, conversion-driven webdesign etc.

Feb 2014 – Oct 2014

Growth Hacker

Kraków, Poland /
Remote

Email marketing tools,
Conversion-driven web design,
Online customer flow,
Web Analytics (Google Analytics, Mixpanel),
API integrations.

Education

2013 – 2016

University of Economics, Krakow, Poland
Applied Informatics

Languages

Polish – native
English – fluent

Interests

My hobby is aviation. I am hot air balloon pilot for several years now. Me and my brother have reached 2nd place in Polish Junior Hot Air Balloon Championships in 2019, 3rd in 2020, and 9th place in World Junior Hot Air Balloon Championships in 2018.