



MALIŃSKI MICHAŁ JAN

International Digital Marketing Specialist | SEO | Content | Business customer service | Marketing Analytics

CONTACT

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Zduńska Wola

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EDUCATION (SELECTED)

2024-

UNIVERSITY OF ŁÓDŹ

- History

CORE SKILLS

- SEO
- Content Marketing
- International Digital Marketing
- Social Media
- Marketing Analytics
- B2B Customer Service
- Competitor Analysis
- AI-assisted Content Workflows

TOOLS

- Matomo
- Meta Business Suite
- WordPress / CMS
- HTML / CSS
- Canva
- ERP / CRM
- Microsoft Office
- CapCut

BIO

International Digital Marketing Specialist with experience in SEO, content creation, social media, B2B customer service, and international market support across Sweden, Czechia, Slovakia, Poland, and Germany. Combines a strong humanities background with analytical thinking and hands-on execution in digital communication, campaign support, and content-driven marketing. Google Skills of Tomorrow: AI 3.0— participant.

EXPERIENCE (SELECTED)

Moje Bambino

12.2024-03.2026

International Marketing Specialist

- Worked primarily with the Swedish market (abaskol.se), providing additional support for the Czech, Slovak, and German markets
- Implemented 360° marketing strategy, ensuring consistent brand presence across all channels
- Managed social media accounts, created and executed monthly content plans
- Provided SEO consulting and supported website optimization processes
- Maintained and managed the company blog on WordPress
- Wrote blog articles, category descriptions, and other promotional texts
- Writing scripts, filming, and editing reels and YouTube videos
- Developed Go-to-Market strategies for new products and campaign
- Created analyses in Matomo and Meta Business Suite, as well as competitor analyses
- Regularly use various Large Language Models (LLMs) and AI tools to enhance productivity, creativity, and content quality
- Designed various graphics and presentations in Canva for marketing and internal communication purposes

Artefakt (Bauer group)

05.2022-09.2023

SEO customer's service specialist

- project management in creating websites for companies
- SEO consulting for the company's clients
- negotiating contracts and addendums with clients
- conducting NPS surveys
- customer service (total contract value of 200,000 PLN/month)
- saving contracts, handling complaints, mitigating termination threats

LANGUAGES

- polish (native)
- english (fluent)
- german (basic)
- dutch (basic)

HOBBIES

- History
- Literature and art
- Economics
- Artificial intelligence
- New media
- Travel and cultural exploration
- Digital marketing

- **Tik Tok** 2020-
content creator
 - creating videos promoting knowledge and trivia in the fields of history, languages, culture, and social sciences
 - at peak times, over 90,000 followers, 2.5 million likes on videos, and approximately 50,000,000 views of created videos
- **Freelance copywriter** 2019-
 - writing promotional articles for various products and services
 - creating category and product descriptions
 - editing content on company blogs
 - social media managing
 - translating video subtitles into English
 - translating film scripts

SIDE PROJECTS (SELECTED)

- portalhistoryczny.pl — Founder and creator of an educational platform focused on history and culture through articles, video content, and social media communication.
- Film subtitle translation (Cannes Festival) — Translated the short film *Taniec w Narożniku* (Dance in the Corner) into English for the Cannes Festival jury; the film was selected from over 2,000 submissions and received the Jury Award.
- AI-animated short film — Created and produced a short film using AI-animated archival photos from the Warsaw Uprising.