






# MARTA SIECZKO

## MARKETING MANAGER

### CONTACT

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### SKILLS

#### Marketing Skills

Brand Identity  
Content Creation  
Campaign Delivery  
Email & Newsletter Marketing  
Social Media Strategy  
Lead Generation  
Account-Based Marketing  
Graphic Design  
Website Management  
SEO  
Event Management

#### Technical Skills

InDesign, Photoshop, Canva  
Microsoft Office Suite, G-Suite  
Mailchimp, Campaign Monitor  
WordPress, Wix, Squarespace  
Hootsuite, Buffer  
Trello, Asana

#### Soft Skills

Stakeholder Management  
Agency Liaison  
Partnership Building  
Project Planning  
Data Analysis & Visualization  
Critical Thinking

### PROFESSIONAL PROFILE

An entrepreneurial Brand Leader and Marketing Manager with a breadth of experience in **creating innovative marketing strategies, content and thought leadership** throughout omnichannel digital, social, and traditional media platforms. Showcases exceptional ownership of company brand guidelines, visuals, and language to secure and unify **meaningful identity, company culture, audience engagement and positive representation**. A natural collaborator, seamlessly interfaces with internal divisions, external stakeholders, and agencies to **build and execute brand equity and experience**. Global citizen across several European countries, the US and the UK, with polyglot abilities in 5 languages.

### EXPERIENCE

#### Marketing Manager | Select Offshore | April 2024 – date (Contract)

Spearheaded the creation and implementation of a comprehensive marketing strategy, establishing a new marketing department and driving brand awareness through multi-channel campaigns.

- Created and implemented a **comprehensive marketing strategy** with redefined messaging to align with the company's goals and market needs.
- Developed and executed a **multi-channel lead acquisition strategy**, to drive brand awareness and generate high-quality leads.
- Developed extensive **company materials**, including brochures, whitepapers, and case studies, to support sales and branding efforts.
- Managed **relationships with external agencies**, including LinkedIn, to ensure effective collaboration and campaign execution.
- Refreshed and maintained **branding guidelines** to ensure consistency across all marketing channels and materials.
- Conducted thorough **competition analysis** to inform strategic decisions and positioning.
- Evaluated and optimized the tracking **technology stack** to improve data accuracy and marketing performance insights.
- Implemented targeted **social media strategies** to increase engagement and brand visibility.

#### Marketing Manager | One Search | October 2023 – March 2024

Standalone in-house marketing manager, showcasing expertise in pitch deck creation, presentation branding, social media engagement and target audience content engagement.

- Leads design direction on internal/external reports and white papers, gathering data, collating content and providing commentary to the Executive Team.
- A key player in the biannual company project, delivering two 60-page reports showcasing people happiness, promotions and relocations in niche infrastructure sectors in Europe and the Americas ([LINK](#))
- Support wider business functions with marketing and brand processes, policies and guidelines, providing training to international counterparts to incorporate an accountability culture and protect the company's reputation.

#### Brand Manager & Marketing Manager | Hanover Search | July 2021 – October 2023

Onboarded to provide brand documentation, graphics, and content creation across all company collateral, encompassing proposals, information booklets, decks and brochures.

- Developed graphic designs for webinars and presentation aids, aligning with the company image.

## LANGUAGES

English – fluent

Swedish – fluent

Polish – fluent

German – advanced

Spanish – conversational

## EDUCATION

BA, Media and Communication

– PR/Marketing

Jönköping University, Sweden

Erasmus Exchange Programme

MICE Event Management;

Public Relations

Napier University, Edinburgh

International Baccalaureate

Katedralskolan, Växjö, Sweden

High School Exchange

Greenbrier High School,

Arkansas, USA

## EARLY CAREER

2016: AYS, London: Event

Booking Coordinator

2014 – 2015: Highland

Marketing, London: PR & Event

Account Executive

2013: Career Centre,

Jönköping, Sweden: Marketing

& Event Executive

2013: W29 Showroom, New

York City: PR Assistant

(internship)

2012: Köln Tourismus,

Cologne: Information Executive

& Marketing Assistant for EU

(internship)

- Created omnichannel marketing strategies focusing on brand positioning, communication, and client experience.
- Acted as key contact and spokesperson for a positive brand experience globally.
- Supported business development, analyzing marketing insights to aid sustainability and lead generation.
- Participated in the DE&I Committee, supporting workplace initiatives for employee rights and sustainable solutions.

### Key Achievements:

- Undertook oversight of all company social media campaigns, content, branding, messaging and engagement; increasing LinkedIn followers from 22,000 to >42,000.
- Launched a new company newsletter on LinkedIn, presenting to senior leaders to obtain sign-off and attained 7,000 weekly followers and an increase of 237% website traffic (Q4 21-v-Q4 22).
- Created a unique sub-brand post-M&A to align acquired companies under the Hanover umbrella.

### Freelance / Marketing & Brand Manager | Marta's Planet | 2016 - 2021

Founded a consultancy providing marketing and branding services to UK and European clients in recruitment, technology, charity, and NGOs.

- Led strategic planning and delivery of campaigns, content, and branding initiatives, managing large-scale projects to enhance reputation and influence.
- Collaborated with senior leadership, providing data-driven insights to improve business processes and communication.
- Defined tactical plans, ensuring implementations aligned with budget parameters.
- Developed unified team performance across divisions and partners, managing strategic priorities for campaigns and engagement.

### Key Projects include:

- Climate Action:
  - Managed marketing projects for operational and production events, collaborating with global NGOs, non-profits, and government organisations (WWF, UN, OECD) on outreach, research, and acquisition.
  - Designed banners, website graphics, infographics, and newsletters; supported campaign creation, brand conceptualisation, and proofreading.
  - Streamlined event management using WordPress and ExpressionEngine for content creation, dissemination, and participant registration automation.
  - Created a centralised database for marketing and event information, providing master documentation for branded collateral.
- TempTribe:
  - Supported B2C/B2B marketing, collaborating with design teams on promotional materials for diverse audiences.
  - Managed social media, developing campaign plans and scheduling posts for optimal engagement.
  - Executed a weekly newsletter, unifying content on the company website.
  - Expanded reach by writing and distributing guest blogs on partner platforms.
- Rekol:
  - Project managed the company's entire branding, website content and social media platforms to support a marketing transformation strategy.
  - Developed company branding guidelines, supporting the best use of design to lead brand expression, definition and experience.
- EPICO:
  - Led the company website's redesign, development, content and multi-lingual translation management as part of a new rebranding project.
  - Undertook responsibility for social media channels, championing a visionary approach that resulted in a sophisticated strategy.