

# Adam Tarnawski - CV

## Education

### 2016 – Business Intelligence (Postgraduate),

Warsaw School of Economics

### 2014 – Management and Marketing (MA),

Faculty of Management, University of Warsaw

### 2008 – Public Health (MA),

Faculty of Health Sciences, Medical University of Warsaw



## Professional Experience

01.11.2018 – till now

Oriflame

### Global CRM Analyst

- Leading Machine Learning related projects
- Testing and subsequent implementation of new KPIs, reports and analytical approaches/methods
- Training and evangelizing other teams on analytics
- **Key projects:**
  - Analytical segmentation – project manager
  - Power BI implementation lead

01.07.2017 – 31.10.2018

Autodesk

### Marketing Operations and Automation Specialist

- Working on a daily basis with Marketo Email Platform
- Planning, execution, reporting on email activities
- Configuration and troubleshooting of Marketo <-> Salesforce sync
- Local SQL expert working on Amazon Redshift cloud
- **Key Projects:**
  - GDPR compliance (core team member)
  - Robotic Process Automation – project leader

01.06.2016 – 30.06.2017

Mettler-Toledo

### Marketing Campaign Specialist

- Working on a daily basis with Eloqua Marketing Cloud
- Planning, execution, reporting on email activities
- Setting up landing pages and lead routing
- Creating automated workflows for data governance
- **Key projects:**
  - Data Monster Tool (ETL) – project manager

01.08.2014 – 31.12.2015

LUXMED

### Hospital Services Sales Manager

- Selecting key services to be promoted for sale
- Identifying new trends in healthcare and building sales strategy
- Organising events for medical professionals
- Working with marketing department to increase brand awareness and brand perception
- Monthly reporting of results

06.2013 – 31.07.2014

Carolina Medical Center

### Medical Tourism Manager

- developing and implementing sales strategy aimed at international markets
- coordination of marketing activities

In accordance with art. 6 (1) a. Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation) hereinafter 'GDPR'. I agree to have my personal data proceeded for the purposes of current and future recruitment processes.

# Adam Tarnawski - CV

2008 – 2013

Freelance

- cooperation with foreign insurance companies
- representing the clinic on International Trade Fairs
- contacts with the press ([Guardian article](#))

## English Teacher/Tutor/Translator

- Individual and group English lessons
- Preparation courses for English Certified Exams
- Translations focused mainly on the medical field

## Skills

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Marketing Automation

Eloqua, Marketo, Exact Target, Mailchimp.

CRM

Salesforce, Microsoft Dynamics, Salesmanago.

Coding

HTML, CSS, Javascript, Python, Java, SQL

Data Science

Statistics, Machine Learning, R, Python, Tableau, PowerBI.

English

C2 level (Cambridge University Certified).

## Contact Information

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Phone

+48 501 543 136

Email

[Adamt31@gmail.com](mailto:Adamt31@gmail.com)

LinkedIn

<https://www.linkedin.com/in/adam-tarnawski-08320193/>

Personal Website

<https://adamtarnawski.com/>