

Paweł Szupiluk

DIGITAL MARKETING / PHOTOGRAPHY / CONTENT

lesser poland / silesia / remote

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Materials Engineer by education, Marketer by experience, and self-taught Photographer. For years, I was closely tied to the AGH University of Krakow - first as a student and active member of student organizations, and later as a staff member.

Since 2022, I have been responsible for the comprehensive digital presence of the "Beskidzkie" brand, including the successful execution of crisis communication following the 2024 factory fire. My expertise lies at the intersection of hard data and creative storytelling: from raising 2.5 million PLN in a crowdfunding campaign for the AGH Brewery, to driving a 30% increase in e-commerce sales for the WE AR_ brand.

More about me & portfolio: www.pawelszupiluk.pl/about

Experience

02.2022 - present

AKSAM / Beskidzkie

Digital Marketing Specialist

Strategic digital brand image management for Beskidzkie
Crisis communication management and supervision of engaging photo/video content production
Execution of performance campaigns (Meta Ads) and KPI analytics

05.2020 - 09.2021

BROWAR GÓRNICZO-HUTNICZY

Specjalista ds. promocji

Execution of strategic advertising and promotional campaigns
Building brand image through content production
Building partnerships at the intersection of science and business

04.2019 - 09.2021

FUNDACJA STUDENTÓW I ABSOLWENTÓW AGH

Specjalista ds. promocji

Strategic digital communication management for key brands
Execution of Public Relations activities and content production
Analytical support for sales and event promotion
Planning and optimization of advertising campaigns

Projects

Collaboration with Red Bull during Red Bull AGH na Oriencie and managing marketing campaigns related to the project.
Coordination of KSAF photographers and Student Government marketing during Juwenalia Krakowskie.
Co-creation of the KSAF X and Współistnienie exhibitions.
Photography project showcasing extreme sports at AGH.

Competencies

Soft Skills

Management of small and medium-sized groups (<30 people)
Effective problem-solving
Ability to work independently and as part of a team
Ability to work under pressure
Creative approach to assigned tasks

Languages

English– B2

German– A2



Education

2013 - 2018

AGH UNIVERSITY OF KRAKOW

master's degree

Metallic Sintered Materials and Composites Engineering

bachelor's degree

Materials Engineering

Student Activities

09.2016 - 08.2018

UCZELNIANA RADA SAMORZĄDU STUDENTÓW AGH

Head of the Promotion Committee

Supervising committee work
Co-creating social media content
Collaborating with media and organizations on ongoing projects

06.2017 - 10.2018

STUDENCKA AGENCJA FOTOGRAFICZNA

Deputy Editor-in-Chief

CENTRUM MEDIÓW AGH

Board Member

Developing the organization's marketing activities
Coordinating organizational operations

Software

AI: Gemini, Google AI Studio, Adobe Firefly
Content: Lightroom, Photoshop, DaVinci Resolve
Analytics: Brand24, Meta BS, GA
Management: Asana, Slack

Certifications

AIDEAS AI - Każdy może w AI, AI in business development / Google umiejętności Jutra AI, LinkedIn Content and Creative Design, Monitoring i analiza Internetu / Social Media, Google AI Essentials

Interests

Road cycling, running (maybe a triathlon someday?), 3D printing