

PAWEŁ ZAGROBA

Marketing Manager | Digital Manager | E-commerce
& Performance Marketing

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LOCATION Warsaw, Poland (based in Przasnysz, Masovian
Voivodeship)

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PROFESSIONAL SUMMARY

Digital and E-commerce Manager with over 15 years of experience in marketing, advertising and sales, including more than 4 years managing e-commerce in the private healthcare sector. Responsible for e-commerce strategy, performance campaigns (Google Ads, Meta Ads, LinkedIn Ads, YouTube Ads), analytics (GA4, GTM, Looker Studio) and CRM automation, leading teams of up to 5 people and cross-channel budgets. Proven results include a 48% year-on-year increase in online sales, a 3-fold increase in website traffic, and a 2-fold increase in display advertising revenue following the rollout of a dedicated ad server. Looking for a Marketing Manager, Digital Manager or Performance Marketing Manager role within an e-commerce, B2B or healthcare organisation.

CORE COMPETENCIES

- Performance marketing & paid media: Google Ads, Meta Ads, LinkedIn Ads, YouTube Ads, CPC/CPM/CPS/CPA/CPL campaigns
- E-commerce strategy & management: online sales growth, cross-selling and upselling, pricing and assortment, conversion rate optimisation
- Web analytics: Google Analytics / GA4, Google Tag Manager, Google Search Console, Looker Studio (Google Data Studio)
- CRM & marketing automation: HubSpot, user.com, funnel building and automation workflows
- SEO/SEM and on-site content and conversion optimisation
- Team and budget management (departments of up to 5 people, sales teams of up to 25 people)
- UX/UI and web delivery: Figma, WordPress, HTML, CSS, CMS
- KPI reporting and performance presentations for senior management

PROFESSIONAL EXPERIENCE

E-commerce Manager

January 2026 – Present

Polmed S.A. — Private Healthcare Operator, Warsaw

- Own e-commerce strategy and day-to-day management of the online sales platform, with full accountability for sales performance and conversion rate.
- Set and monitor KPIs (sales, conversion rate, customer acquisition cost) and report results to senior management.
- Plan and oversee SEO/SEM activity and paid campaigns to grow online visibility and qualified traffic.
- Manage the accuracy of product listings and pricing, and drive cross-sell/upsell strategies across the platform.
- Coordinate with IT teams and external partners on system integrations and technical performance.

E-commerce Manager

May 2024 – December 2025

Centrum Medyczne Damiana and MindHealth (Medicover Group), Warsaw

- Developed and implemented e-commerce strategies for two healthcare brands operating under one company, growing online sales and improving user experience.
- Coordinated and executed marketing campaigns to increase online visibility and conversion rates.
- Set and monitored KPIs — sales, conversion rate, customer acquisition cost — and analysed customer behaviour and purchasing trends in GA4 to optimise UX.
- Oversaw the management and maintenance of both brands' websites, ensuring stable performance and a high-quality user experience.
- Developed and implemented SEO and SEM strategies, supervised paid campaigns (Google Ads, Meta Ads), and ensured accurate product listings and pricing.
- Managed e-commerce budgets and relationships with digital agencies and service providers, ensuring cost-effectiveness.
- Led the e-commerce team and prepared regular performance reports and presentations for senior management.

Digital Marketing Manager

February 2022 – April 2024

BNI Poland

- Managed a 5-person digital team covering social media, content and project management.

- Created and executed digital brand strategy, and planned and ran PPC campaigns (Google Ads, Meta Ads, LinkedIn Ads, YouTube Ads).
- Planned and supervised the digital budget and third-party suppliers across CPC/CPM/CPS/CPA/CPL models.
- Led CRM process automation and managed web design, server infrastructure and webinar projects.
- Built mockups and wireframes (Figma) and developed and rebuilt landing pages and websites in WordPress.
- Managed the analytics stack (Google Analytics, GTM, Google Data Studio, Google Search Console, HubSpot) and on-site SEO.

Digital Manager

January 2021 – December 2021

Kross S.A.

- Managed a 5-person digital team (social media, content) and coordinated agency and freelancer cooperation.
- Delivered a 48% year-on-year increase in online sales and a 3-fold increase in website traffic, reaching 2nd place among thematic websites in the category.
- Planned and ran PPC and performance campaigns across Google, Meta, LinkedIn and YouTube; supervised third-party suppliers (CPC/CPM/CPS/CPA/CPL).
- Partnered with the brand team on brand strategy and managed content production for e-commerce (360° photography) and brand (photo, video).
- Coordinated cooperation with brand ambassadors and influencers.

Digital Manager

September 2019 – August 2020

Valkea Media

- Prepared and implemented digital media strategies for selected clients, growing the agency's service sales.
- Coordinated digital business processes and monitored market trends.
- Created and implemented social media plans, managed the graphics department, and prepared media plans and marketing reports.
- Conducted pre-implementation, risk and profitability analysis for new digital initiatives.

Earlier Career

2010 – 2019

Digital Manager, Cityboard Media Sp. z o.o. • Marketing & Sales Manager, Cronix Sp. z o.o. • Deputy Sales Manager, Media Impact Polska Sp. z o.o. • Marketing Manager, Red Prawn Sp. z o.o. • Key Account Manager, Grupa Onet.pl S.A.

- Built and managed two sales teams across different locations (25 people combined).
- Secured a partner to build a dedicated ad server, doubling display advertising revenue within one year.
- Reduced media service costs by renegotiating supplier terms and consolidating processes.

EDUCATION

Master's Degree, Physical Education — Józef Piłsudski University of Physical Education in Warsaw, 2006–2009

Bachelor's Degree, Physical Education — Teachers' Training College (Kolegium Nauczycielskie), 2004–2007

LANGUAGES

Polish — Native English — C1 (Advanced)

TOOLS & TECHNOLOGIES

Google Ads, Meta Ads, LinkedIn Ads, YouTube Ads, Google Analytics / GA4, Google Tag Manager, Google Search Console, Looker Studio, HubSpot, user.com, SEO, SEM, CRM, Figma, WordPress, HTML, CSS, CMS, Adobe, Microsoft Office, Marketing Automation, Affiliate Marketing

INTERESTS

Off-road driving, MMA, sports, photography, new technologies, cybersecurity

References available upon request. Personal data included in this CV is provided for the purposes of the recruitment process, in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 (GDPR).