

DENIS KAWIUK

MARKETING MANAGER

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 denismarketing.com

SKILLS

MARKETING & STRATEGY

Project Management

Email Marketing

Social Media Marketing

SEO

Digital Advertising

Media Relations

Content Creation

DESIGN & BRANDING

Graphic Design

Web Design

Packaging Design

Print Design

Video Editing

DATA & ANALYTICS

Data Analysis

Dashboards & Reporting

Research & Communications

LEADERSHIP & MANAGEMENT

Team Management

SUMMARY

Versatile marketing manager with 7+ years of experience driving brand growth and executing high-impact digital strategies. Proven expertise in leading marketing initiatives, managing cross-functional teams, and delivering measurable results in B2B environments. Skilled in optimising digital presence, executing multi-channel campaigns, and crafting data-driven strategies that increase sales, strengthen brand awareness, and boost customer engagement. Passionate about continuous learning and problem-solving.

EXPERIENCE

MARKETING AND DESIGN MANAGER

EWGA Wines | 2019 - Present

Led all marketing and design efforts for a leading wine importer, overseeing strategy development, digital marketing, and branding. Managed a small team and executed multi-channel campaigns that increased brand awareness and supported sustained company growth.

- Spearheaded marketing initiatives that helped increase the company's revenue by around 10% year-on-year between 2022 and 2024.
- Developed and launched an Online Training Platform that became a unique selling proposition, onboarding 500+ users in its first year with 95% satisfaction.
- Managed branding and marketing for 3 distinct brands (EWGA Wines, Albion, WineTime), ensuring brand consistency and competitive positioning.
- Executed SEO, Google Ads, and email marketing strategies, increasing website traffic and customer engagement. Led content creation and brand storytelling across multiple platforms.
- Managed the company's product portfolio across digital and print media, aligning branding and sales collateral with key stakeholders. Designed wine labels, brochures, menus, and marketing materials to reinforce a cohesive brand identity.

MARKETING AND DEVELOPMENT EXECUTIVE

Web Products Direct | 2017 - 2019

Managed online presence and business development for a B2B promotional products company. Led digital marketing efforts, leveraging Google Ads and SEO to optimise campaign performance and enhance brand visibility. Designed impactful marketing materials for digital and physical media.

- Designed and executed marketing campaigns that increased website sales.
- Played a pivotal role in sourcing and introducing new products, expanding the company's portfolio and generating new revenue streams.
- Contributed to the development and optimisation of new websites, improving user experience and functionality.
- Mentored and trained new staff, managing apprentices to support company growth and productivity.

BUSINESS DEVELOPMENT EXECUTIVE

M Print Solutions | 2016 - 2017

Worked in a busy B2B company specialising in printed products. My responsibilities included managing new business creation, customer retention, and order processing.

- Initiated and implemented new marketing strategies, including email and social media campaigns, which led to increased customer acquisition and retention.
- Conducted detailed market research to identify new opportunities and optimise marketing approaches.

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MARKETING MANAGER

SOFTWARE

Google Analytics
Search Console
Looker Studio
Hootsuite
Wordpress
Elementor
Photoshop
Illustrator
InDesign
Premiere Pro
Mailchimp
Hubspot CRM
Microsoft Office
ChatGPT
Adobe Firefly
Dynamics 365

INTERESTS

Investing
Travel
Mixed Martial Arts
Hiking
Technology

LANGUAGES

English - Native/Bilingual
Polish - Native/Bilingual

ACHIEVEMENTS

- Led the creation of an online learning platform for hospitality staff, onboarding over 500 users in its first year. Achieved 95% user satisfaction, with 90% of participants reporting increased confidence in wine expertise.
- Website Development: Managed the launch of new websites for EWGA Wines, WineTime, and the Albion, improving brand visibility and user engagement.
- ERP System Implementation: Oversaw the introduction of a new ERP system, including a B2B ecommerce solution that was highly praised for improving customer service and operational processes.
- B2C Selling Platform: Initiated and scaled a B2C selling platform during the early stages of the pandemic, driving new revenue streams by adding online sales functionality and leveraging online advertising.
- Business Award Entries: Reached the finals of various company award shows in 2022, secured a prestigious win at the Red Rose Awards 2024 and a finalist position at the BIBAs 2024.
- Award-Winning Rebrands: Received widespread praise for product rebranding efforts, with the redesign of Vinoir earning a medal at the Harpers Design Awards.
- Completed WSET Level 2, a wine certification with a 92% score in the final exam, reflecting a strong commitment to professional learning and growth.
- Completed a 12-week, Help to Grow: Management course focused on holistic management strategies and growth planning. Applied learnings to lead the redesign of the company website and the creation of new dashboards.

EDUCATION

BACHELOR'S DEGREE IN HISTORY (2.1)

University of Central Lancashire | 2013 - 2016

- Developed strong analytical, writing and research skills.
- Completed numerous team projects and presentations.
- Dissertation based on comprehensive research and analysis.

A LEVELS & GCSE'S

Bay Leadership Academy | 2006 - 2013

- 3 A-Levels (grade A - C): History, Geography and Polish
- 11 GCSEs (grade A* - C): Maths, English, Media, History, Geography, Science, Art, Design and more