

# Rafal Palinowski

Business consultant / English translator

(+48) 697 529 858 – rafal@palinowski.com – <http://palinowski.com>

ul. Gajowa 54, Zielona Gora, 65-001

---

## PROFESSIONAL EXPERIENCE

### **Head of digital & e-commerce marketing:**

Hertz Systems, 01.2018 – 03.2018

Introduction of new digital marketing strategies (e.g. content marketing, social media), development of new websites and edition of existing ones, creation of graphic materials, supervision of the work of SEO agencies, translation of materials.

**CMO:** Materiks S.A., 05.2017 – 06.2017

Introduction of new digital marketing strategies (e.g. content marketing, social media), development of new websites, creation of graphic materials, introduction and implementation of SEO/SEM strategies, supervising the work of marketing agencies.

**Business consultant:** Mirillis Sp. z o.o., 05.2016 – 02.2017

Introduction of new e-commerce solutions and coordination of their implementation. Consultancy for PR, content marketing, SEO and translation. Coordination of the company's internal projects and introduction of new products to the global market.

**CEO:** e-Factory24 Limited, 01.2016 – 09.2018

Translation management, project coordination (web-design, marketing, SEO, copywriting).

**English translator:** 09.2009 – till now

Translation of all kinds of texts and documents. Creative writing, including SEO copywriting and content marketing.

---

## EDUCATION

**English Philology:** University of Zielona Gora , 2012 – 2015

Specialization in translation.

**Marketing & management:** Economic secondary school in Miedzrzecz, 2004 – 2008

---

## CERTIFICATES

**WhitePress**, 2016.

Certificate of participation in the training on the subject matter: **SEO, content marketing and link building.**

---

---

## SKILLS

**Web Development:** **CSS** – medium, **HTML5** – good, **PHP** – beginner, **Wordpress** – good.

**Project management:** **scrum** and **agile** methodologies.  
In progress: Preparatory courses - **PMP** and **PMI-ACP**.

**Marketing:** **SEO** – very good, **e-commerce** – very good, **content marketing** – very good, **Search Engine Marketing** – good.

---

## LANGUAGES

**Polish** – native

**English** – advanced

**German** – advanced

**Swedish** – intermediate

---

## INTERESTS

Foreign languages

New technologies / IT

Music

Books

---

## ADDITIONAL INFORMATION

**Publication of the article in Mensis magazine (in Polish) - topic: SEO for e-commerce** [https://issuu.com/mensis/docs/mensispl\\_44](https://issuu.com/mensis/docs/mensispl_44)