

# MARCIN ROGALSKI

[www.linkedin.com/in/marcin-rogalski5/](http://www.linkedin.com/in/marcin-rogalski5/)

Highly motivated and results-oriented B2B Marketing professional with 3+ years of experience driving successful multi-channel marketing campaigns, product launches, and trade shows. Proven ability to translate technical content into compelling value-driven marketing materials that resonate with target audiences. Expertise in digital marketing, content creation, CRM management, and sales enablement. Passionate about contributing to a dynamic team and achieving revenue and profitability targets.

## CONTACT

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Niles, IL 60714

## SKILLS

Communication  
Problem Solving  
CRM (HubSpot, EngageBay, Salesforce)  
Digital Marketing  
Website Design  
Analytics  
Google (ads, analytics, etc)  
Office 365  
B2B Marketing  
Email Marketing  
Lead Generation  
Marketing Automation  
Trade Show Planning

## EDUCATION

Data Analytics Apprentice

**COOP Careers**

June 2024

Bachelor of Science in Marketing

**University of Illinois Chicago**

May 2023

Course Key Projects & Accomplishments

- Innovation Management
- Digital Marketing Certificate
- Google Ads Certificate
- Google Search Certificate
- Global Marketing Project
- CX Research and Consumer Maps journeys

## LANGUAGES

English - Fluent

Polish - Fluent

Spanish - Conversational understanding

## WORK EXPERIENCE

### **Marketing & Communications Coordinator**

**Tornos Technologies US**

October 2023 - Present

- Spearhead brand awareness campaigns for Tornos US, collaborating with Swiss HQ.
- Develop and execute multi-channel marketing initiatives (email, print, digital).
- Manage trade shows (IMTS, OMTEC, SHOT Show, BOOMBASTIC) and open houses.
- Provide sales data, market insights, and product information to internal teams.
- Manage list development, CRM (e.g., Salesforce), and lead mining for lead nurturing campaigns, improving lead conversion rates.

### **Marketing & Promotions Specialist**

**MS Safety Partners LLC**

February 2022 - July 2023

- Grew all new social media accounts by over 3000 users, through community engagement and social media analytics
- Created and managed company websites (Improve SEO ranking)
- Created flyers, brochures, and advertisement materials
- Developed sales plans to close sales and exceed company quotas
- Built relationships with clientele and scheduling meetings
- Used EngageBay (CRM) program for day-to-day operations

### **Master-Med LLC - Drug & Alcohol Technician**

**MS Safety Partners LLC**

July 2019 - February 2022

- Managed new companies and clients profiles
- Oversaw the development and training of new employees
- Recorded, packed, and shipped laboratory specimens
- Maintained data and provided results to employers
- Scheduled demo meetings for company portal with clientele

### **MasterELD - Technical Support and Sales Associate**

**MS Safety Partners LLC**

August 2018 - July 2019

- Provided technical support and problem resolution for customers
- Built and maintained successful relationships with customers
- Displayed courtesy and strong interpersonal skills with all clients
- Maintained composure and patience in face of difficult situations

### **Seasonal Manager**

**Toys 'R' Us**

April 2017 - June 2018

- Managed a team of 10 during the holiday season
- Assisted with opening and closing duties
- Maintained a sign-up score of 83% for the loyalty program
- Recorded the highest sign-up score for credit cards in a season
- Processed customer orders both in person and online