Michał Rożen

He/Him

PORTFOLIO
www.michalrozen.com

EMAIL
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LOCATION (WILLING TO RELOCATE)
Lublin, Poland

Experience

Eurohome.tv - E-commerce Specialist, Web Content Producer
06/2021 - present   Lublin, Poland
- Modernizing the look of different parts of the website (eplytki.pl), increasing brand engagement and customer retention by creating engaging sign-up forms, pop-ups and custom banners.
- Optimizing the website for on-site conversions and increasing sales.
- Improving SEO positioning (by an average of 5 positions on key phrases) by generating quality backlinks and SEO copy.
- Reducing the bounce rates by an average of 19% by optimizing the navigation of the website and taking advantage of potential improvements in the UI.
- Working on Adobe Commerce Magento platform, optimizing and building new CMS pages based on UX principles and UI industry standards.
- Managing Salesmanago Marketing Automation platform.
- Creating custom graphics for the website.
- Wireframing and prototyping new features and landing pages for the website.
- Creating engaging copy and graphics for email campaigns.
- Fulfilling orders and delivering excellent customer service via phone and email.

Etsy - Bussiness Owner
09/2019 - 03/2021   Lublin, Poland
- Running an online store on the Etsy.com that I founded in 2016 and registered as an official bussiness in 2019
- Fulfilling international orders, managing stock, customer service
- Managing stock, adding new listings
- Taking quality product pictures, editing them and writing engaging product descriptions.

Press London, Selfridges Co. - Customer Service
11/2019 - 04/2018   London, England
- Delivering excellent customer experience.
- Executing cash and card transactions for 100+ customers per day.
- Exceeded sales targets by 12% by recommending personalized juice cleanses.

Courses and certificates

CS50x Introduction to Computer Science
12/2021 Harvard University

The Fundamentals of Digital Marketing
05/2021 Google Digital Workshop

EF SET English Certificate - C2 Level
08/2016 EF Education First

Education

Liceum i Gimnazjum im. E. Orzeszkowej
High School Graduate
06/2017   Lublin, Poland

Skills

Web design • Product design (Low to High Fidelity prototypes) • Videography • Photography • Marketing automation • Graphic design • Motion design • HTML • CSS • SEO • Project management • Cross-team communication • Communication with stakeholders

Software

Figma • Adobe CC (XD, Photoshop, Illustrator, Premiere Pro, After Effects) • Canva • Adobe Commerce / Magento • Wix • Shopify • Framer • Jira • Google Ads • Google Analytics • Jasper.ai • MS Office • Google Workspace

Languages

English
C2, Proficient/Fluent

Polish
Native