

tomasz.borys

www.tomaszborys.com

415-572-8490 · tbcali@gmail.com · www.linkedin.com/in/tomaszborys · San Francisco CA, 94115

EXPERIENCE

Director of Marketing

2014 - Current **Autopilot, San Francisco, CA**

- SQL's have increased month-to-month by an average of 30% in Q2 and Q3 -- Deployed smart lead gen campaigns, aligned with marketing and sales industry influencers, and created lead nurturing campaigns
- Created and managed all digital marketing campaigns (SEM, contextual-advertising, real-time bidding, social, retargeting, content discovery, etc). CPA for Non-branded SEM keywords improved by 53%
- Revitalized content strategy that included the highest share engagement in company's history
- Created ongoing analytics and reports with a \$200k quarterly marketing budget
- Launched and managed all trial and lead nurturing campaigns
- Promoted from Acquisition Director to Director of Marketing within 2 months

Digital Marketing Manager

2013 - 2014 **Voxer, San Francisco, CA**

- Launched and managed all B2B and customer advertising activities, which included SEM, retargeting, and PPC campaigns
- Generated leads and demand through numerous channels. Consistently delivered quality leads on a monthly basis.
- Managed the infrastructure to track and monitor metrics, along with optimizing campaigns based on performance and budget
- Extensively utilized marketing automation for trial and lead nurturing

Marketing Manager

2011 - 2013 **Making Fun, Inc., San Francisco, CA**

- Developed and executed global (North America and Western Europe) customer acquisition strategies for nine games across mobile and social platforms. Acquired millions of players with in-house and 3rd party platforms.
- Created and launched game-specific marketing content that optimizes engagement, retention, and monetization
- Tracked and analyzed customer acquisition metrics (CPA, LTV, retention, ARPPU, MAU, etc)
- Collaborated with producers, developers, and engineers on improving user interaction, for A/B testing, and e-mail launches
- Coordinated overall advertising budget for in-house and agency projects (half a million dollar monthly budget)
- Designed creative assets (logos, pop-ups, e-mail templates, icons, promotions, etc)

Marketing Manager (Contract)

2009 - 2011 **International Anesthesia Research Society, Blazing Saddles, & PAC Machinery**

Marketing Associate

2006 - 2009 **Future US, Inc., San Francisco, CA**

Sales and Marketing Coordinator

2006 - 2006 **WebMediaBrands, Inc. (formely Jupitermedia Corp.), San Francisco, CA**

Marketing Coordinator

2005 - 2005 **Multimedia LED, Inc., Sacramento, CA**

Marketing / PR / Advertising Intern

2004 - 2004 **McNally Temple Assoc., Sacramento, CA**

EDUCATION

Golden Gate University, San Francisco, California 2010 - Present
Masters of Business Administration
Concentration: Marketing

California State University, Sacramento, California 2004
Bachelor of Science in Business
Concentration: Marketing

TECHNICAL EXPERIENCE

- InDesign, Photoshop, Illustrator, & Dreamweaver
- XHTML & CSS Programming
- Salesforce & ACT! CRM Software
- Microsoft Office: Word, Excel, & Powerpoint
- FileMaker Database Software
- Exact Target & ESP Software

"I'm a whole person. 'Leadership' is a *part* of my identity."