

NIKODEM RUDZIŃSKI

PROGRAMMATIC + PAID SOCIAL MANAGER



CONTACT



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Poland, Europe



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ABOUT ME

Experienced Programmatic Manager with over 4 of expertise in planning, optimizing, and managing programmatic and paid social campaigns.

Proficient in data analysis, DSP platforms, and developing performance-driven and data-driven strategies. Fluent at identifying optimization opportunities and implementing innovative technological solutions in digital marketing.

SKILLS

AgilePM® (DSDM)

Display&Video 360

Campaign Manager 360

The Trade Desk

Amazon Ads DSP

Data analysis and reporting

Partnership management

LANGUAGES

English  B2/C1

German  A2

WORK EXPERIENCE

2024 - now Programmatic Manager

Force of Nature (San Francisco, CA)

At Force of Nature, I design and execute comprehensive programmatic advertising strategies for the US market, focusing on clients in the technology and wealth management sectors. My responsibilities include campaign setup, optimization, and performance analysis to deliver data-driven results tailored to client goals.

2023 - now Programmatic Manager

MTA Digital

As a Programmatic Manager at MTA Digital, I oversee the end-to-end process of programmatic advertising campaigns, managing monthly budgets totaling approximately 1 million PLN. My responsibilities include setting up and executing campaigns across platforms like DV360, CM360, Amazon Ads DPS, briefing clients on campaign strategies, objectives, and performance metrics, preparing detailed market estimations to support data-driven decision-making, conducting A/B tests to optimize campaign performance and implementing Brand Lift Studies to measure brand impact.

2023 - now Lecturer

SKVOT.PL

I am responsible for leading the Social Media Manager course. Each session of the course lasts approximately four months, during which I cover a wide range of topics, including Social Media Marketing, Meta Ads Manager, marketing funnels, graphic creation for posts, ad targeting, and LinkedIn Ads. My role involves equipping participants with practical skills and knowledge to excel in managing social media platforms and executing effective advertising campaigns.

2021 - 2023 Paid Social Media Manager

Polska Press Grupa (Grupa ORLEN)

Social Media Manager responsible for running profiles such as Polski Cukier, Krajowa Grupa Spożywcza S.A., Polskie Przetwory, Frutuş or SEKO S.A. I prepared posts, cooperated with graphic designers and was responsible for the concept of a brand communication. In addition, I cared about the lowest CPA, CPM, CPC and the highest CTR and Lead Volume for client's paid social campaigns.

2020 Marketing Department Intern

Cereal Partners Worldwide (Nestlé&General Mills)

EDUCATION

2021 - 2023 Management sp. Public Relations

FESaM, Nicolaus Copernicus University Toruń

Master's Degree, GPA 4.67

2018 - 2021 Communication & Psychology in Business

FESaM, Nicolaus Copernicus University Toruń

Bachelor's Degree