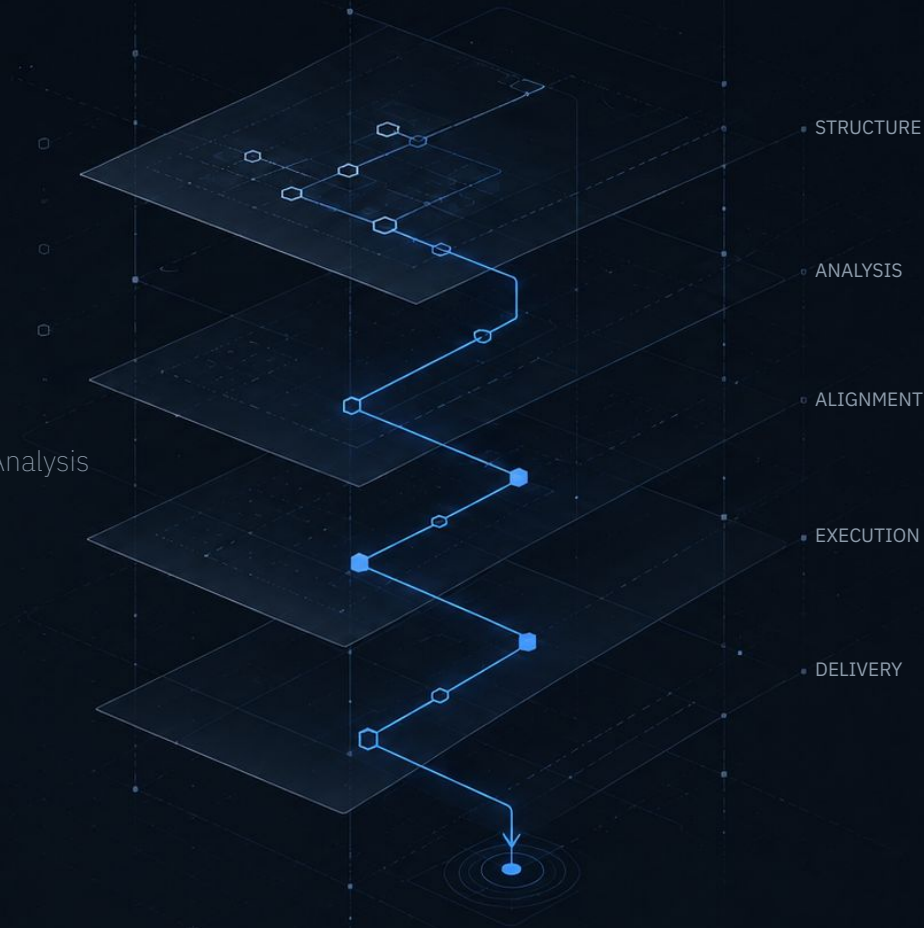


Patryk Kosiń

Project Management | Digital Marketing | Data & Business Analysis

Bridging business, technology,
and operational delivery



■ Introduction & Content

This presentation provides an overview of my experience across project delivery, digital initiatives, operations, and business-technology coordination.

It includes selected projects, areas of expertise, certifications, and working approach.

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Professional Profile & Areas of Expertise

15+ years across projects in IT, digital marketing, and operations

Coordinating IT, digital, and operational initiatives across business and technology teams

Experience in project delivery, MarTech, reporting automation, and operational processes

Supporting delivery through analytics, reporting, and operational visibility

Working in OPS, infrastructure, marketing, and cross-functional delivery environments

Project Management

End-to-end initiatives
Priorities
Risk
Coordination

Digital Marketing & Operations

Digital execution
Analytics
MarTech
Optimization



Data & Business Analysis

Reporting and analytics
Integration
Requirements
Process management and analysis

**Structured thinking.
Measurable outcomes.**

Focused on clarity, accountability, and long-term operational effectiveness.

Professional Experience

Marketing / Content / Graphic Design Roles

Marketing coordination, content strategy, SEO/SEM, social media, graphic design, DTP, and digital communication projects.

Knauf IT Services Polska

- ❖ IT Project Manager: OPS & infrastructure projects, process optimization
- ❖ Team Lead / Web & SharePoint Team: delivery, ownership, projects
- ❖ Senior App. Specialist: systems and support for global marketing teams



Education & Certifications

Education

- **IT Business Analyst**
WSB Merito Chorzów • PGDip
- **Project Management**
University of Economics in Katowice • PGDip
- **Marketing & Public Relations**
University of Economics in Katowice • PGDip
- **IT / Computer Graphics**
WSTI Katowice • PGDip
- **Philosophy**
University of Silesia • Master's Degree

Certifications & Professional Development

- PRINCE2 Practitioner | AXELOS
- PRINCE2 Foundation | AXELOS
- ITIL Foundation | AXELOS
- DevOps Fundamentals | PeopleCert
- Scrum Master Fundamentals | ING Bank Śląski
- Leadership Academy | Knauf IT Services Polska
- Cooperation in Distributed Teams | EY Academy of Business
- Insights Discovery | Individual Effectiveness Workshop





Skills, Tools & Technologies

Project & Delivery

- Waterfall / PRINCE2 (Practitioner)
- Agile / Scrum
- MS Project • Jira • Monday.com • Trello

Business & Process Analysis

- Requirements analysis
- Process modeling (BPMN, UML)

Data & Reporting

- SQL (Postgres)
- Excel (with Power Query)
- MS Power BI • Google Data Studio (Looker Studio)

Digital & Martech

- Google Analytics (GA4) • GTM • GSC • Matomo
- SEO / SEM analytics & reporting (Ahrefs, SEMrush, GSC)
- Marketing performance monitoring

Web

- HTML • CSS • SASS • LESS • JavaScript • jQuery • PHP
- Google Tag Manager (GTM)

Languages

- Polish - Native
- English - Fluent (C1)
- German - Basics (A1)

Professional Snapshot



Selected Projects & Initiatives

01	Customer Journey Mapping Aebi Schmidt	<ul style="list-style-type: none">• Situation: Limited visibility into customer behavior and friction points.• Role: Coordination and execution.• Action: Analyzed customer interactions and mapped key journey stages.• Outcome: Improved customer experience and marketing effectiveness.
02	Data Warehouse Integration ING Bank Śląski	<ul style="list-style-type: none">• Situation: Marketing analytics required more reliable and integrated data sources.• Role: Project coordination.• Action: Coordinated integration between analytical systems and data warehouse environments.• Outcome: Improved data quality and more effective marketing analytics.
03	OPS Process Optimization Knauf IT Services Polska	<ul style="list-style-type: none">• Situation: Operational inefficiencies between implementation and OPS teams.• Role: Process coordination.• Action: Improved communication flows and deployment processes.• Outcome: Faster implementations and fewer operational errors.
04	Tableau Integration Knauf IT Services Polska	<ul style="list-style-type: none">• Situation: Limited visibility into infrastructure monitoring and operational data.• Role: Coordination and implementation support.• Action: Coordinated Tableau integration for infrastructure monitoring.• Outcome: Faster operational decision-making and improved data visibility.



Contact

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Open to discussing how I can support
your projects and operations.