

Olivia Waligora | Creative Marketing Manager

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summary

Results-driven **Visual Brand & Customer Experience Manager** with **4+ years** of experience in user experience design and corporate branding across digital platforms. Proven ability to simplify complex user journeys, organize information for intuitive navigation, and leverage data to inform design. Adept at strategic leadership, visual content creation, and effective stakeholder communication.

technical skills

Social Media & Operations

Microsoft Office | Twitter | Facebook |

You-Tube | Instagram | LinkedIn | Google

Ads | SEO

Design & Video production

Photoshop | InDesign | Premiere Pro |

After Effects | HTML | CSS | Adobe Illus-

trator | Figma | CapCut | Website design

| assets design | camera operating | video

& photo editing | slide design | project ma-

nagement | booth design | merch design |

video production

CRM

HubSpot | data management | email mar-

keting | lead management | lead nurturing

| Pardot | data form creation | data analy-

sis | reporting

UX/UI

UX research | User persona | concept re-

search | wireframing | prototyping | mock-

ups | competitor analysis | information ar-

chitecture | UCD | strategic thinking | css\

html | Figma | Figjam | case studies

work experience

Ververica GmbH | Brand & Customer Experience Manager

December 2020 - September 2024

Location: Berlin

Ververica develops a stream processing platform that enables every enterprise to power their real-time business and use a production-grade streaming infrastructure powered by open-source Apache Flink.

- Led brand elevation and rebranding, integrating market research and design to shape user experience strategy.
- Simplified complex user journeys via web/landing page optimization and design, enhancing customer experience and product adoption.
- Created all digital/print visual assets, ensuring high-quality brand representation and intuitive interfaces adhering to guidelines.
- Optimized social media for engagement/leads. Drove product launch success. Improved marketing operations through data-driven processes, enhancing lead qualification by 300 %.
- Managed agency partnerships and collaborated cross-functionally on product launches, effectively presenting ideas and ensuring delivery.

Ververica GmbH | CRM and Operations Manager

February 2018 - December 2020

Location: Berlin

- Drove substantial database growth into 5 digit numbers and MQL conversion through the strategic design and execution of targeted lead generation landing pages and PDF materials and product nurturing campaigns.
- Was the sole responsible point of contact for Hubspot and Marketing data-base.
- Optimized marketing operations by implementing data-driven processes, leading to increased campaign efficiency and improved lead qualification.
- Managed and integrated all marketing tools and technology connections, ensuring seamless workflow and data accessibility for the marketing team and management.
- Utilized advanced analytics to refine lead scoring and segmentation, maximizing MQL conversion rates and operational effectiveness, to pass onto the sales team.

education

International Business B.A.,

HTW Berlin

Marketing Specialisation

April 2014 - June 2017

Courses

IronHack Certification UX/UI

Specialised Development Course to further current skills.

March 2025 - June 2025

Grone Professional Coaching

Career Development Coaching

January 2025 - February 2025

Art-on-the-run Film School

Filmmaking Course

April 2021 - July 2021

languages

- **Polish**/ native speaker
- **English**/ fluent
- **German**/ intermediate (B2 level)

work experience

deepstreamHub | Digital Marketing Executive

September 2016 - February 2018

Location: Berlin

deepstreamHub is a cloud-platform that enables developers to build a new generation of realtime apps – applications that synchronize data within milliseconds of it becoming available.

- Pioneered comprehensive marketing strategies for a VC-backed tech startup, driving brand visibility across finance, gaming, and emerging tech sectors.
- Led creative asset development and web design initiatives, enhancing user experience and brand consistency across all digital platforms.
- Orchestrated strategic B2B partnerships with existing and potential clients and users, media placements, and influencer campaigns, expanding market reach and business engagement.
- Managed CRM communications, email marketing campaigns and lead generation campaigns.
- Organized industry events, meetups, fostering community growth and strengthening client relationship and brand identity.
- Worked and co-owned the development of visual brand identity and all relevant assets.

Artemax SP. ZOO | Freelance Graphic Designer

November 2016 - February 2018

Location: Remote

High-end furniture and light atelier, with a interior and exterior design office.

- Revitalized the atelier's online presence through website maintenance and strategic social media management.
- Developed compelling visual assets for client presentations, marketing materials, and digital platforms, enhancing project showcases.
- Curated engaging social media content, highlighting completed projects and studio expertise to attract new clientele.
- Produced all clients product photography and visual materials to support sales and online shop.