

# Anna Kruczkowska | Marketing Manager | Brand & Growth Strategy | B2B/B2C

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Growth-focused marketing manager with 15+ years of experience designing and executing go-to-market strategies, demand generation funnels, and scalable content ecosystems across B2B/B2C, real estate, retail, and cultural sectors - combining creativity with performance metrics. Expert in aligning marketing with sales outcomes, building data-driven acquisition programs, and implementing automation-led content operations using CRM, AI, and analytics tools. I thrive in player-coach roles, where I lead projects or teams while remaining end-to-end, hands-on with content, campaigns, and execution.

## Core Competencies:

**Marketing Strategy & Growth Leadership | Brand Positioning | Demand Generation & Funnel Optimization | Digital Marketing | CRM & Marketing Automation (+AI) | Customer Experience | Player-Coach Leadership | Events | Storytelling | Buyer Persona & Segmentation | Budget & ROI Management | Stakeholders & Partnerships Management | PR & Communications | Cross-Functional Collaboration**

## Professional Experience:

**Dec 2024 – Aug 2025 | Regional Marketing Manager – Cluster Coordinator | NepiRockcastle | Wrocław, PL**

- Led regional cluster communication strategy across 16 retail assets in PL & SK, aligning campaigns with commercial growth targets and tenant acquisition goals (B2C & B2B)
- Executed performance-driven marketing activations supporting footfall growth & tenant engagement
- Managed marketing budgets. Developed relationships with external partners and sponsors
- Delivered large-scale brand activations and partnership campaigns across multiple locations

**Apr 2022 – Aug 2024 | PR & Marketing Manager | PRP Architects | Wrocław, Poland / London, UK**

- Managed B2B communication and brand strategy for an international architectural practice operating across multiple offices in UK, increasing brand awareness and supporting market growth
- Owned brand voice for a premium architectural firm across UK and Poland, managing social media, webinars, and industry events, awards and trade shows, tactical 360 campaigns
- Translated complex architectural concepts into clear, business-focused narratives
- Delivered tactical campaigns, industry events, awards, and expert communications

**Oct 2020 – Apr 2022 | CRM Marketing Coordinator | VIA Outlets, Wrocław Fashion Outlet | Wrocław, PL**

- Led CRM communication strategy across B2C channels for the Fashion Club program.
- Executed data-driven customer journeys improving engagement and repeat visits through advanced segmentation, optimised ROI through across email, mobile app, and social channels.
- Leveraged Power BI analytics to optimise retention and campaign performance.
- Contributed to demand-driving and lead generation initiatives through automated communication
- Designed targeted promotional product mechanics and events coordination

**Jun 2019 – Jun 2020 | Marketing & PR Coordinator | The Bridge Wrocław, MGallery Hotel | Wrocław, PL**

- Led end-to-end B2C communication strategy for the launch of a premium 5-star hotel & restaurant
- Managed event communication for openings, press events, B2B partner events, and media briefings.
- Supervised external agencies ensuring consistent brand positioning across all channels

- Ensured corporate brand alignment (Accor & MGallery) and developed consistent communication across digital, press, and internal channels. Planned social media content, newsletters, and launch campaigns supporting brand awareness and guest acquisition.

**Jun 2017 - Feb 2019 | Marketing & Sales Specialist | National Music Forum (NFM) | Wrocław, PL**

- Enhanced customer relationships: CRM strategies nurturing leads & customer satisfaction.
- Developed B2B & B2C marketing strategies increasing audience engagement and institutional partnerships.
- Led cross-functional teams to execute marketing and sales initiatives, including NFM For Student and Meloman Choir projects.

**Mar 2017 - Jun 2017 | Marketing & Advertising Coordinator | National Music Forum (NFM) | Wrocław, PL**

- Developed and executed PR and media plans, building relationships with sponsors and media
- Boosted brand visibility by executing outdoor advertising campaigns, expanding brand reach.
- Led full year festival and events promotion efforts, driving increased ticket sales and engagement.

**Oct 2009 – Dec 2016 | Assistant Venue Manager | Barbican Arts Centre | London, UK**

- Managed large-scale customer experience operations and event management across arts centre, (6000 customers daily). Daily venue operation and customer journey management.
- Led operational planning for international conferences and festivals, ensuring customer journey optimization. Supervised 150+ team and led communication and coordination for large-scale cultural events, conferences, film festivals, and international art projects
- Worked cross-functionally with marketing, programming, technical, and commercial teams.

**Apr 2011 – Nov 2015 | Managing Director | Polish Artists in London (work experience) | London, UK**

- Founded and scaled a multicultural organization from concept to a recognized brand
- Designed and managed engagement programs for artists, partners, and sponsors
- Designed brand positioning, messaging frameworks, and brand strategy to attract diverse audiences
- Led branding, PR, strategic marketing B2B & B2C campaigns and media coverage.

**Education:**

- **MA, Arts and Heritage Management** (2008) – *London Metropolitan University, UK*
- **BA, Management of Art Institutions** (2003) – *Adam Mickiewicz University, Poznań, Poland*
- **Advanced Cambridge English Certificate, IELTS** (2005) – *Princess College School of English, London*

**Tools & Skills:**

MAKE - Workflow automation. Intermediate certification (Mar 2026), Building AI Agents

Google Analytics certification (Feb 2026)

Google Digital Marketing certification (Jan 2025; 'AI edition')

PR Digital Marketing courses: Media writing, Content & Communication Strategy Frameworks (2023)

SalesManago CRM Marketing Automation Certified Specialist, Coniq CRM (2021)

Canva, Adobe Suite (2020) GA4, Search Console, Power BI, CMS platforms,

Recruitment and Management training, Customer Experience Staff Trainer, Venue manager

**Languages**

Polish - Native | English - Business Advanced