



Grzegorz Janik

IT / E-Business & Communication Specialist

🖥️ REMOTELY

📍 GORLICE - ON-SITE

CONTACT ME

☎️ [+48 575 409 309](tel:+48575409309)

✉️ janikgrzegorz@outlook.com

🌐 www.janikgrzegorz.pl

🌐 [linkedin.com/in/janikgrzegorz](https://www.linkedin.com/in/janikgrzegorz)

TOOLS

WordPress - Upper Intermediate

- Development and managing websites, security, updates, SEO optimization, hosting maintenance.
- Plugins: Elementor Pro, WP Bakery, tagDiv ACF, JetEngine, Yoast SEO, WooCommerce, WP Forms, Image Map, Gutenberg, Jetpack

Microsoft 365 - Intermediate

- Proficiency in Word, Excel, and PowerPoint
- Experience with Teams, SharePoint, OneDrive, Planner, Forms, Power Automate
- Administration of Microsoft 365 accounts, security and permissions (user and license management).
- Training and onboarding users to effectively utilize the platform.

Newsletters Platform

(GetResponse, MailChimp, FreshMail, WP Newsletter) - Advanced

- Creating advertising campaigns, segmentation, A/B testing, optimization
- Analyzing campaign performance metrics
- Setting up and managing automated workflows

ABOUT ME

Experienced professional with a strong foundation in **IT, marketing, and e-business**. Proficient in managing digital projects, organizing events, and conducting workshops to foster collaboration and achieve organizational goals. I **optimize processes, solve technical challenges, and deliver effective, user-oriented solutions**.

Combining technical expertise with practical experience, I excel in implementing strategies that enhance efficiency and drive results. Outside work, I dedicate my time to agriculture, running a small apiary and vineyard. I love travelling to distant and unknown corners of the world.

WORK EXPERIENCE

IT & Communication Specialist

2020 - Current

LifeScience Krakow EIT Health Hub (www.lifescience.pl)

- Creating and managing advertising campaigns on **Google Ads, LinkedIn Ads**
- Development and management **Life Science Open Space - The Open Collaboration Platform for Life Science Community**
- Co-organizer of the **Life Science Open Space Event**
- Co-organizer of the **AHATHon** and **iDays Kraków** hackathons
- Cooperation with state institutions and key companies from the lifescience sector in Małopolska
- Involved of international grants projects: **ProBio Małopolska 2.0, Sano - Centre for Computational Medicine, AMiCi, CE4BIG, Life Science Kraków EIT Health Hub**
- Conducting online meetings and workshops (**Śniadania Klastra LifeScience Kraków, Life Science StartUp Scena, iTea Support**)
- Administrator of: **Microsoft 365, Google Workspace, Citrix Podio, Zoom Workplace**
- Creating graphic or video elements (banners, social media templates, website elements, printed materials) using **Adobe Photoshop, Corel Draw, Canva, Vegas**
- **Creating and managing websites** of Klaster Projects using **WordPress**
- **IT support** for Klaster Employees and Partners
- Maintaining statistics of Cluster services (Google Analytics, Search Console)
- Developing mailing campaigns (**Mailchimp, GetResponse, FreshMail**)
- Automate Solutions with **Chat GPT, Zapier**

Freelancer

2013 - Current

Web Design & IT Support (www.janikgrzegorz.pl)

- Creating and managing websites using **WordPress**
- Updates and ongoing technical support
- Building marketing strategies aligned with client goals
- Technical support for customers in the field of **Windows, Microsoft 365, Zoom Workplace**
- Designing logotypes and large-format materials

Zapier - Intermediate

- Designing and implementing automated workflows (Zaps) between multiple applications.
- Integrating tools and systems (e.g., Google Workspace, Slack, Trello, HubSpot, Salesforce).
- Working with webhooks to create custom integrations and process external data.

GPT Models - Upper Intermediate

- Utilizing ChatGPT to automate tasks and improve efficiency.
- Integrating ChatGPT with various tools and platforms.
- Using AI for content creation, problem-solving, and brainstorming.
- Optimizing AI outputs to meet business needs.

Zoom Workplace - Advanced

- Proficient in hosting and managing virtual meetings, webinars, and events on Zoom and YouTube.
- Setting up and managing Zoom features such as breakout rooms, polls, and Q&A sessions.
- Troubleshooting technical issues to ensure seamless virtual communication.
- Maintaining security and privacy settings, including password protection and participant management.

Canva - Advanced

- Designing professional-grade visual content, including presentations, marketing materials, and social media assets.
- Advanced use of Canva Pro features, such as Magic Resize, Brand Kit, and Content Planner.

Corel Draw - Pre-Intermediate

- Creating vector-based designs for print and digital media.

LANGUAGES

English - B2+

- [TGLS Work Communication English Language Certificate B2](#)

Polish - Native language

EDUCATION

Andrzej Frycz Modrzewski Krakow University

2017-2021

- Computer Science and Econometrics (BEng) - Specialty: E-business

Beekeeper | Owner

2023- Current

Pasieka Hrabia Wielopolski (www.pasiekawielopolski.pl)

- Development and management of the apiary
- Promotion of bee products, building relationships with customers
- [Involvement in education, ecology and local initiatives.](#)

Web Designer

2019 - 2024

Protip Marketing (www.protipmarketing.com)

- Creating and managing websites of Protip Marketing Customers using WordPress
- Meetings with clients, implementation of digital solutions

Sales Specialist

2016 - 2020

ABC Elektronik (www.abcpol.pl)

- Providing technical consulting and support to current and potential clients in the field of EMC.
- Conducting meetings with clients to present technical solutions and products
- Collaborating with designers and the development department to resolve technical and development challenges
- **Maintaining and building strong, long-term customer relationships**
- Identifying new application areas for products
- Participating in industry fairs
- **Preparing technical and commercial offers, processing orders, and negotiating terms of implementation**

CERTIFICATES

Google Skills of Tomorrow (Marketing)

2022

- 8-week training course in the area of digital marketing, consisting of more than 50 hours of practical lessons.

Cisco Networking Academy - Cybersecurity

2021

- Introduction to Cybersecurity (detection, defense, education)

PARP Cybersecurity in SMEs

2021

- Implementation of Cybersecurity practices in SMEs

Kraków C10 - Cybersecurity basics

2021

- Basics of the most important cybersecurity practices

Kraków C10 - Team management in NGOs

2021

- Principles and good practices in team and project management.

Google Ads Certificate

2020

- Creating and customizing effective Google Ads campaigns

Google Internet Revolution

2019

- A comprehensive course on essential online marketing practices

STRONG SKILLS

- HTML/ CSS, C++, Java, Python (basics)
- Video editing, YouTube Studio Management
- Copywriting of news/articles/publications
- Knowledge of Google Ads / LinkedIn Ads + Profile Management
- Conducting online training, IT technical support
- Online store management, knowledge of the e-commerce industry