

ALEKSANDRA WYDRZYNSKA

GROWTH MARKETING MANAGER

London, UK • +44 7511579539 • aleks.wydrzynska@gmail.com

www.studioola.co.uk

SUMMARY

Hands-on marketer with six years across agency-side account growth, content, social and events. I turn commercial priorities into a plan, then make the work myself: case studies, social content, email, event materials and campaigns aimed at the brands a business most wants to win. Four years working directly with 30+ global consumer brands taught me how the people on the other side of the table decide. I use AI to move faster, and I check everything that goes out.

SELECTED IMPACT

- +61% organic follower growth and a 56% average email open rate for humanpeople in 12 months, with no media budget and a few hours of content time a month.
- Several hundred leads, dozens of conversations and several new accounts from a two-day stand at the Integrative & Personalised Medicine Congress, from stand design to on-the-day content.
- £1.3m tracked GMV for Hilton in six months from a £65k budget, around 20x ROAS.
- ~90% less reporting time through an AI-enabled post-campaign workflow (60 minutes to around 5), later adopted globally.

PROFESSIONAL EXPERIENCE

StudioOla | Independent Growth Marketing & Content Consultant

Sept, 2021 - Present

- humanpeople, doctor-led preventative health brand: own the marketing content strategy and creative direction; built 3, 6 and 12-month marketing plans; produce Instagram posts and reels, packaging, labels and printed pieces; built and run an automated email flow averaging a 56% open rate; support influencer collaborations. Followers up 61% in a year, fully organic.
- humanpeoplePRO at Integrative & Personalised Medicine Congress (London, 2024): led event marketing for the practitioner (B2B) offer: stand visuals, banners, leaflets and preparation; captured photo and video content; worked the stand for both days. Several hundred leads and dozens of conversations, with several converting into accounts handed to account management.
- Award-winning London bakery (paid project): created the Bearnard character, brand feel and in-store experience, including children's colouring pads still used in every location.
- Connectd Signal (take-home brief, 2026): designed and built, with Codex, an AI-enabled account-targeting MVP that qualifies companies on fit and timing, shows why now, who to contact and the recommended angle, and keeps a person approving every message.

Lenus eHealth | Key Account Manager

May 2026 - Sep 2026

- Owned the full commercial journey from prospecting and discovery through contract signature and post-sale growth, building a portfolio of health coaches with clear targets, KPIs and account strategies.
- Used audience, campaign and social performance data to identify growth opportunities and turn them into focused action plans across acquisition, content and commercial activity.

Atolls (formerly Global Savings Group) | Account Manager

Jun 2022 - Apr 2026

Progressed from Marketing Assistant to Marketing Coordinator to Account Manager.

- Managed marketing and commercial performance for 30+ global consumer brands across a ~£8m portfolio; turned campaign and audience data into QBRs, annual growth plans and client stories.
- Hilton: £1.3m tracked GMV in six months from a £65k budget, around 20x ROAS.
- Lululemon: challenged the proposed Black Friday plan with auction and performance data, moved the timing and delivered 3x higher ROAS than the previous seasonal activity.
- Spotted a cost-per-acquisition rise, validated it across ~30 accounts and traced it to a Google core update; presented it to Directors, prompting an audit of 200+ priority UK accounts.
- Built an AI-enabled post-campaign analysis workflow that cut a 60-minute task to around 5 minutes; adopted globally.

- SEO and content performance: keyword research, on-page optimisation and content planning.

CORE SKILLS

- **Planning & delivery:** 3, 6 and 12-month marketing plans · content strategy · campaign planning · email automation · events · award entries
- **Content:** case studies · social content and reels · short-form video editing · copywriting · tone of voice · creative direction · photo and video capture
- **Account-based & B2B:** target account research · outreach sequences · senior stakeholder management · QBRs · new business support
- **AI & systems:** ChatGPT · Claude · Codex · Lovable · Zapier · AI-enabled reporting · workflow automation
- **Data:** performance reporting · ROAS · CPA · spreadsheets · turning numbers into recommendations
- **Tools:** CapCut · Photoshop · InDesign · Canva · Instagram · LinkedIn · Meta Ads · Google Ads · Klaviyo · HubSpot · Salesforce · Google Workspace

EDUCATION & DEVELOPMENT

University of the Arts London

2022 - 2024

• BA Advertising, First Class

Middlesex University

2021 - 2022

• BA Advertising, Public Relations and Branding, Distinction

CIM: AI Marketing Strategy & Tools
PMI: Generative AI for Project Managers
IDM: Digital marketing development
Languages: Polish (native), English (fluent)