KAROLINA MOSKAL

MARKETING OPERATIONS & ECOMMERCE MARKETING MANAGER

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SUMMARY

Self-sufficient marketing generalist with 7+ years across marketing and design: running marketing operations, product launches, ecommerce and website operations, lifecycle campaigns, and brand and content independently, from strategy through execution. Builds the systems behind the work: launch SOPs, reusable page templates, and AI-powered workflows that scale output without scaling headcount. Track record of measurable gains, including cutting Google Ads spend from $70K to $10K/month while doubling ROAS to 8–10x.

SKILLS

- **Marketing Operations:** Process Design & SOPs, Salesforce (CRM), Jira, Cross-Functional Project Coordination
- **Ecommerce & Web:** Magento (Page Builder), Product Page Launches & QA, Ecommerce Marketing, WordPress
- **Search & Analytics:** Technical SEO, AEO/GEO (AI Search Optimization), Schema & Structured Data, Google Search Console, Google Analytics (GA4), Reporting
- **Paid & Lifecycle:** Google Ads, Performance Marketing, Email & Lifecycle Marketing (ActiveCampaign), A/B Testing
- **Content & Brand:** Blog & Web Content, Social Media, Brand Identity & Logo Design, Figma, Adobe Creative Suite
- **AI & Events:** AI-Enhanced Marketing Workflows, Trade Show & Event Logistics Management

EXPERIENCE

Marketing Operations Lead **Jul 2023 - Present**

Dynamism Inc., Chicago, IL

- Built and run the marketing function solo for a national ecommerce reseller, owning brand messaging, partner communications, and campaign execution across a growing portfolio of manufacturer partnerships.
- Run product page launches end to end: content, Figma wireframes with alt text and meta specified before dev handoff, Jira tickets, and live-site QA of copy, specs, images, and SEO, including multi-page launches for Formlabs and Bambu Lab.
- Designed a reusable product page system after auditing two launches (25+ pages): a standard page layout and a 16-block component library with shared code, adopted by the development team for build in Magento Page Builder.
- Lead technical SEO and AI search optimization (AEO/GEO) for the website: found why ~9,000 pages weren't being indexed by Google and fixed it with a site configuration change (robots.txt) instead of a development project, using Google Search Console to track results.
- Built an agentic AI product pipeline (documented SOP): scrapes and verifies product data, drafts requests for missing info, builds product pages, and generates SEO/AEO/GEO FAQ schema.
- Manage integrated campaigns across paid media, SEO, email, and organic channels using GA4 and Google Search Console; restructured Google Ads from $70K/month at 4x ROAS to $10K/month at 8–10x ROAS through hands-on optimization and A/B testing.
- Own end-to-end trade show operations (logistics, lead retrieval, shipping, and on-site execution) for national industry events.
- Coordinate developers, logistics vendors, and agency partners; develop earned media relationships; write and publish web, blog, and social content in WordPress.

Marketing & Communications Specialist **Sep 2022 - Mar 2023**

US Tsubaki, Wheeling, IL

- Supported messaging alignment and campaign integration across industrial product lines following acquisitions.
- Partnered with product managers to translate technical specs into clear customer-facing marketing materials.
- Coordinated trade show integration across newly consolidated product lines, managing logistics and brand consistency.

Brand Marketing & Visual Designer **Mar 2021 - Sep 2022**

Intercontinental Trading USA Inc., Mount Prospect, IL

- Managed packaging, ecommerce, retail, and social media content for multiple consumer brands.
- Created and launched new brands under the company umbrella: identity, packaging, graphics, and ecommerce pages.
- Maintained consistent messaging and asset production across seasonal launches and ongoing trade marketing initiatives.

Graphic Designer **Feb 2019 - Mar 2021**

S&S Truck Parts, Bloomingdale, IL

- Independently managed product catalogs for multiple white-label clients (truck part retailers rebranding S&S's parts under their own name), updating layouts and product specs per client.
- Created brand identities and logos for individual white-label clients, translating each client's direction into consistent, client-ready assets.
- Partnered with the sales team to produce marketing and sales-support designs tailored to individual client accounts.

EDUCATION

Associate of Applied Science (A.A.S.), Graphic Design College of DuPage, Glen Ellyn, IL