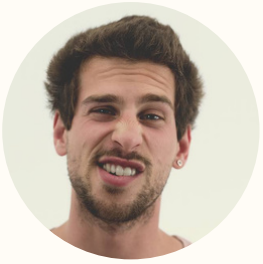
MAREK GÓRECKI



CREATIVE GROUP HEAD

Creative Leader experienced in developing impactful marketing campaigns. Expert in strategic storytelling, consumer insights, and creative team management.

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WORK EXPERIENCE

Creative Group Head
Publicis Warsaw
Sr. Copy April 2021 - CGH Dec 2023 - Present

- Team Leadership: Built and lead 3 creative teams (6 creatives), managing recruitment, mentoring, professional development and creative performance.
- Creative Direction: Oversee work of designers, motion designers and production specialists, ensuring creative quality from concept to execution.
- Client Leadership: Act as a creative partner to major brands, leading workshops, brainstorming sessions and inspirational presentations
- AI Leadership: Drive AI adoption across creative teams, sharing tools, skills and workflows. Speaker at AI Wizards Creative Fest on AI-powered creativity.

Copywriter
Heart&Brain May 2018 - March 2021

- Created brand strategies and 360 campaigns
- Produced TV and digital campaigns for TVN, Wonga and MediaMarkt, increasing consumer engagement.
- Oversee social media agency working in MediaMarkt

Jr. Copywriter
Starcom February 2016 - April 2018

- Developed digital assets for T-Mobile
- Won Crunchips digital account

SocialMedia Specialist
H2O/OS3 May 2015 - January 2016
Bees and Honey (ex SocialArt) March 2012 - January 2016

- Managed social media profiles for various clients, including E'Leclerc, Stock, Warszawa Centralna,

KEY SKLILLS

Creative Direction · Brand Platforms · Integrated Campaigns · Concept Development · TV & Film · Storytelling · Creative Presentations · Brand Activations · Social & Digital · Generative AI

AWARDS

- KTR silver 2025
- Golden Drum silver 2025
- Effies, Innovations, ...

LANGUAGES

- Fluent English (B2)
- Rusty German
- Spoken Bulgarian
- Duolingo Spanish

PERSONAL ATTRIBUTES

- Adaptable leader thriving in fast-paced environments.
- Strong communicator with exceptional influencing skills.
- Experience in leading multicultural teams and driving impactful change.