

► CONTACT

- 773-946-7758
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- paulplizga.com
- Sleepy Hollow, IL

► ABOUT ME

MBA graduate with a strong foundation in social media marketing and evidence-based decision-making. Seeking a career where I can apply analytical skills and creativity to help drive impactful marketing initiatives in a dynamic environment

► CERTIFICATIONS

AI FUNDAMENTALS - IBM

AI BASICS - MS

AI CONCEPTS - MS

BASIC CYBERSECURITY - MS

INTRO TO PYTHON - DATACAMP

► KEY SKILLS

- Proficient in Ad Manager Tools - Facebook, TikTok, Snapchat
- Proficient in Microsoft Suite - Word, PowerPoint, Excel, Outlook
- Competent in Adobe Photoshop, Premiere

► LANGUAGES

ENGLISH NATIVE

POLISH FLUENT



PAUL
PLIZGA
DIGITAL MARKETING

► EDUCATION

Master of Business Administration, General Management

Graduated: August 2025

- Elmhurst University – Elmhurst, IL

Bachelor of Science, Business Administration – Marketing

Graduated: December 2020

- Minor - Psychology
- Illinois Wesleyan University – Bloomington, IL

► WORK EXPERIENCE

Digital Marketing Intern

Psycray Corp | April 2025 - present | Chicago, IL

- Managed Social Media brand voice via Hootsuite
- Ran LinkedIn outreach campaigns with Prosp.ai and GetSales.io to grow connections and engagement
- Wrote and SEO-optimized WordPress content using NEURONwriter and WriteSeed, improving on-page engagement
- Used Gemini AI, NotebookLM, and other LLMs for research, campaign validation, and day-to-day workflow support; created marketing visuals with AI image-generation tool
- Built strong proficiency across content strategy, SEO, and modern digital marketing tools

Business Travel Consultant

CWT | February 2023 – December 2023 | Rzeszow, Poland

- Assisted large corporations with complex international and/or domestic accommodations
- Main point of contact during travel in case of flight cancellations, flight delays, personal change requests
- Engaged in direct communication with travel vendors, researched travel industry trends

Social Media Marketing Manager

My Custom Heart | December 2020 – August 2022 | Elk Grove Village, IL

- Directed communication with company sponsors
- Oversaw social media design
- Helped increase net sales by 144% from approximately \$900,000 (2020) to approximately \$2.2 million (2021)
- Created, edited, and published all advertisements on relevant social media platforms
- Analyzed and monitored ad set performance such as daily budgets, CPC, CPA, ER, ROAS, and CVR
- Assisted team with SEO and keyword research

Customer Service Representative

My Custom Heart | May 2020 – November 2020 | Elk Grove Village, IL

- Developed a standard operating procedure to maximize response time
- Disputed company chargebacks for fraudulent orders
- Completed UPS claims for customers weekly
- Communicated with UPS headquarters for any damaged and/or missing items
- Led company's outbound and inbound email processes