

Piotr Biela

Social Media & Content Marketer · Available immediately · Open to remote

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PROFESSIONAL SUMMARY

Digital Marketing graduate (BSc, Robert Gordon University) with hands-on experience delivering real-client social media campaigns, content strategies and audience research. A background in fast-paced customer-facing environments has built strong instincts for consumer behaviour, brand communication and what makes content perform. Proficient in TikTok, Instagram, Meta Ads and AI-assisted content tools. Available immediately for remote or hybrid roles in social media, content or digital marketing.

CORE COMPETENCIES

- ◆ Social Media Strategy
- ◆ Content Creation & Planning
- ◆ TikTok & Instagram Marketing
- ◆ Meta Ads & Facebook Ads
- ◆ Audience Research & Segmentation
- ◆ Email Marketing Campaigns
- ◆ AI-Assisted Content Workflows
- ◆ Canva & CapCut (Advanced)
- ◆ Campaign Reporting & Analytics
- ◆ Storytelling & Brand Voice
- ◆ B2B & B2C Content Strategy
- ◆ Consumer Behaviour Insight

SELECTED PROJECTS

Social Media Campaign · [Namaste Delhi](#) · 2023

- ▶ **Brief:** drive awareness and bookings for cooking & bartending classes for a real local client
- ▶ Conducted audience segmentation research; built TikTok-first content calendar across Instagram and Facebook
- ▶ Produced 15 short-form videos, coordinated influencer outreach and ran a £200 Facebook Ads test
- ▶ **Deliverable:** full campaign strategy and content suite presented and approved by client

Fundraising Campaign Strategy · [Aberdeen FC Community Trust](#) · 2023

- ▶ **Brief:** digital marketing strategy to support a £1M community fundraising initiative
- ▶ Developed multi-channel storytelling framework — email sequences, donor segmentation, social proof campaigns
- ▶ **Deliverable:** complete campaign plan and content strategy presented to the Trust

B2B Content Strategy · [LUNAR-COMET](#) · 2023

- ▶ **Brief:** build brand visibility for a new B2B supply chain software across 3 channels

- Delivered 3-month LinkedIn, Instagram and Email content plan with case study templates and drip sequences
- **Deliverable:** full content framework and email marketing templates ready for immediate execution

WORK EXPERIENCE

Note: The following roles were held alongside full-time study and provide strong transferable skills in consumer insight, team performance and operational quality.

Chef · Bagel Society · Aberdeen · Jun 2024 – Present

- Contributed to a team maintaining a 4.8/5 customer rating — one of Aberdeen's top-rated cafés (Restaurant Guru, 232 reviews)
- Applied direct customer feedback to understand preferences and improve product consistency
- Collaborated under tight deadlines in a small team, developing communication and prioritisation skills transferable to fast-moving marketing environments

Chef · Burger King UK · Aberdeen · Jun 2022 – Apr 2024

- Maintained brand and food safety standards in a high-volume, KPI-driven environment
- Delivered consistent customer experience in a nationally-branded setting — built understanding of brand compliance and operational consistency

Chef de Partie · The DRG · Aberdeen · Feb 2018 – Sep 2022

- Managed food prep workflow and inventory — reduced waste by 10% through structured process improvement
- Contributed to improved customer satisfaction scores through consistent quality control

EDUCATION & CERTIFICATIONS

BSc Digital Marketing · Robert Gordon University · Aberdeen · 2022 – 2024

- **Delivered real-client campaigns:** Namaste Delhi, Aberdeen FC Community Trust, LUNAR-COMET
- **Modules:** Social Media Strategy, Content Marketing, Analytics, Consumer Behaviour, Campaign Management

HND Technologies in Business · North East Scotland College · 2020 – 2022

NC Computing with Digital Media · North East Scotland College · 2019 – 2020

Currently completing: TikTok Ads Manager certification · Meta Blueprint (in progress) · Google Analytics 4

Polish: Native · English: Highly Proficient · Interests: Content Creation, AI Tools, Photography, Social Media Trends