KAMIL KAMINSKI | RECRUITMENT MARKETING & ANALYTICS | CMO AT UPSHIFT.WORK

I helped recruit 100,000+ hourly workers while cutting cost per onboarded worker by over 95%.

I bring performance marketing to high-volume recruiting. I measure what actually produces qualified applicants and workers, not just clicks.

Recruitment marketing & analytics · Programmatic job advertising · ATS integrations and campaigns · Job ads optimization · Pipeline growth · Employer branding



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Work examples:
dekaboost.com/resume
US Eastern hours

95%+ lower cost per onboarded worker, whole funnel

100K+ hourly workers recruited

$2M+ recruitment ad spend managed

15 US cities across the hiring system

I make people want to apply. Then I measure what works.

Results from Upshift.work, built by a team. I run its marketing and analytics.

My background in marketing, mathematics and statistics shapes how I run recruitment acquisition, from compelling job ads and application flows to ATS campaigns and analytics.

01	**Acquisition**	$2M+ across 10+ ad platforms, budget moved by market to the cheapest qualified sources	**–50%**	Facebook cost per application, headline tests
02	**Job ads and pages**	Directed the creative and landing-page tests	**+13%**	sign-ups reaching onboarding, A/B test
03	**Application flow**	Redesigned the assessment step with product and engineering	**+25%**	application conversion after the redesign
04	**Candidate engagement**	Segmented ATS, text and email campaigns for stalled applicants	**2.5×**	applicants brought back vs a holdout group
05	**Analytics**	Reporting and dashboards from first click to first shift	**–50%**	cost per qualified applicant vs Indeed, on our best programmatic board

EXPERIENCE

Chief Marketing Officer · Upshift.work

2021 – now

VC-backed US shift-work marketplace serving hospitality and warehouse employers

- Led candidate acquisition across **15 US cities**, helping recruit **100,000+ hourly workers** while managing **$2M+ in recruitment ad spend**.
- Optimized recruitment advertising across **10+ platforms**, including Indeed, Appcast, programmatic networks, Meta and Google. I moved budget based on applicant quality and later conversion data, which cut overall **cost per candidate by 15%**.
- Directed and optimized candidate-facing ads, landing pages and application flows, including controlled experiments that improved onboarding progression.
- Ran **employer branding and employer review campaigns** that kept Upshift.work's ratings high on Indeed and ZipRecruiter.
- Ran candidate engagement and re-engagement campaigns through **4 ATS platforms** and marketing automation tools, and measured the added results against control groups.
- Built and maintained **recruiting reports and dashboards** that track candidates from application through screening and onboarding to the first shift, used for weekly recruiting and budget decisions.

Growth & conversion marketing consultant · US clients

2018 – now

Portfolio: 8020boost.com

- Landing pages, offers and lead funnels for clients, from local businesses to Fortune 500 companies. A US RV financing company got **31% more applications** from the same traffic after I rebuilt its application pages.
- A retail and ecommerce store chain in Ohio got **18% more sales** after I redesigned its website.

TOOLS

Job ads: Indeed, Appcast, ZipRecruiter, Craigslist, programmatic boards, Meta, Google, YouTube

Analytics: Google Analytics, SQL, Metabase, recruiting dashboards

Websites: WordPress, HTML

Engagement: ATS, Customer.io, Twilio SMS

Creative: Figma, Typeform, video

BACKGROUND

Marketing, mathematics and statistics.

EDUCATION

Bachelor of Applied Mathematics, specialization in Statistical Methods

LANGUAGES

Polish (native), English (fluent)