CREATIVE LICENSE

Mariusz Opalka

Email developer, email automation programmer, & graphic designer

- 🌐 **www.creativelicense.eu**
- **www.upwork.com/fl/opalkamailchimppardothubspot**
- ✉ mariusz.opalka@gmail.com
- 📍 Poland, EU

Certified Expert Email Developer with over 15 years of expertise in designing, coding, and automating professional email campaigns, including advanced behavior-based workflows and dark-mode-ready templates.

Career Highlights

- **$700K+** total earnings on Upwork
- **4,300+** completed jobs
- **16,000+** hours logged
- **1,800+** clients served
- **100%** Job Success Score
- **Top Rated Plus** freelancer
- **Member of 32 Upwork Talent Cloud Groups** (e.g., Microsoft, Unilever, Netflix, J&J, ...see more details on my Upwork profile)

Languages

- **English**: Fluent
- **Polish**: Native

Key Certifications

- Hubspot
- Mailchimp
- Salesforce
- Python
- Google Cloud Platform
- Google Analytics

Core Skills

- Designing and coding emails with Litmus testing — Mailchimp, HubSpot, Salesforce, Pardot, Marketo, Klaviyo, SendGrid, and many others
- Developing custom modules for email platforms — HubSpot (HubL), Mailchimp, Salesforce (AMPscript), Marketo (Velocity), etc.
- Creating email automations — abandoned cart flows, Google Analytics tracking, and more
- Email deliverability setup — DKIM, SPF, and DMARC configuration
- Automation workflows — n8n, Zapier
- Google Sheets scripting — Apps Script
- Gravity Forms — custom logic and advanced form programming
- Programming — Python, JavaScript
- Animated GIF creation for email and web use
- Commercial jingles — lyrics and original music production (mp3)

Technical Skills

- HTML5, CSS, Photoshop, Illustrator, inDesign, Animate, XD, Figma, AMPscript, AI Agents (n8n), Python, JavaScript, HubL, AMPscript

Top Clients

- Microsoft, Unilever, Netflix, Toyota, Hyundai, Adobe, BBC, LG, Renault, Fuji, Facebook, Instagram, 3M, Sony, Coca-Cola, Dulux, GLS, Amazon Prime Video, Bayer, Meta, Air Corsica, TikTok

Education

- MSc Marketing & Management - J. Kochanowski University - Kielce, Poland

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Work Samples
- https://www.upwork.com/freelancers/opalkamailchimppardothubspot
- https://www.figma.com/file/z6HfQ9ZrZY8IRZAmsRuBam/Portfolio-Creativelicense

All Certificates
- HubSpot Marketing Software Certification (Provider: Hubspot)
- Hubspot Contextual Marketing Certification (Provider: Hubspot)
- Hubspot Email Marketing Certification (Provider: Hubspot)
- Hubspot Inbound Certification (Provider: Hubspot)
- Python Certified (Provider: Alison)
- Email Automations Certified (Provider: Mailchimp)
- Mailchimp Foundations Certified (Provider: Mailchimp)
- Salesforce for Admins Certifiied (Provider: Linkedin)
- Managing DNS Essential Training Certifiied (Provider: Linkedin)
- Advanced CSS Media Queries Certifiied (Provider: Linkedin)
- Google Cloud Platform for Administrators Certifiied
- Google Analytics Certified (Provider: Google)
- Google Ads - Measurement Certification (Provider: Google)
- Google Ads Apps Certification (Provider: Google)
- Building RESTful APIs with Flask Certifiied (Provider: Linkedin)