



Wiktor Waśniewski

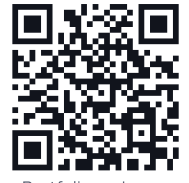
Business developer · Relationship-driven B2B sales · Websites, SEO and marketing for small businesses

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📍 Warsaw, Poland



Portfolio and case studies

PROFILE

A hands-on business developer: my own company since 2014, corporate sales and a dozen-plus projects for small businesses. I do best in relationship-driven sales that take expert knowledge and many conversations: CAD licences for manufacturing, premium solar, financial products. I understand the technology because I have built machines, installations and houses myself. I help small companies enter the market: brand, website, SEO, word-of-mouth marketing and tools built with AI agents. I am looking for a business development role or a management position with real impact on a company's growth.

RESULTS

#1

in sales month after month, 20-person team (LINK4)

90-160%

of loan sales targets (VeloBank, Millennium)

~€160k

in CAD licence sales in 4 months (DPS Software)

18 systems

premium solar, ~80 kWp, 3 in 4 with storage (Otovo)

313k

Google impressions for the Podrzuć.to shop in 16 months

15 sites

and shops for companies, artists and foundations

EXPERIENCE

2019 - present

Business developer, websites and marketing · **Freelance**

- ◆ FREAK Salon: organising processes and know-how, freaksalon.pl, SEO, online shop, word-of-mouth marketing, the Ivi system (partnership model).
- ◆ Dr Maciej Rzeszut: website, marketing and client acquisition for maths tutoring, a maths visualiser (partnership model).
- ◆ Podrzuć.to, Optyga, HostingWarsaw, Moris, Okazyjne Latanie, artists, a foundation. English tutoring for managers.

05.2026 -
07.2026

B2B Sales Specialist · **WeSub S.A.**

- ◆ Selling equipment subscriptions to companies in an "as a service" model.

12.2025 -
03.2026

Customer Retention Manager · **DPS Software**

- ◆ Negotiating B2B contracts for Dassault Systèmes licences: SolidWorks, 3DEXPERIENCE, simulation, CAM, DraftSight.
- ◆ Talks with owners of manufacturing companies, about €160k in sales.

09.2024 -
04.2025

Sales Specialist · **Bank Millennium S.A.**

- ◆ Cash and consolidation loans for individuals and small businesses. Targets: 90-160%.

01.2024 -
07.2024

Sales Specialist · **Otovo Poland**

- ◆ B2B and B2C solar PV: system design, negotiation, installation oversight. 18 systems (~80 kWp), 3 in 4 with battery storage, mostly premium hardware.

09.2023 -
12.2023

Sales Specialist · **VeloBank S.A.**

- ◆ Cash and consolidation loans. Targets: 90-160%.

08.2021 -
09.2023

Senior Customer Service Specialist · **LINK4 (insurance)**

- ◆ Selling property and motor insurance, after-sales support.
- ◆ #1 in sales month after month, consistently top 5 in service targets (20-person team). Promoted to senior specialist.
- ◆ Innovation programme: many of my improvements were implemented and rewarded.

SKILLS

Sales and business

B2B and B2C relationship sales, negotiation, CRM, business development, project and change management, lean and agile

Marketing and web

WordPress, Elementor, WooCommerce, SEO, Search Console, GA4, Google Ads, word-of-mouth marketing, HTML and CSS

AI

coding with AI agents (Claude Code, Codex, Gemini), local models

Graphics

Photoshop (expert), Illustrator, print, product photography

Engineering

3D printing (expert), Fusion 360, SolidWorks and Inventor (basics), LightBurn, construction, electrical and PV installations, live sound

LANGUAGES

Polish	native
English	fluent (Cambridge B2, 2025)
Portuguese	basic

SELECTED WORK

Ivi, a system for FREAK Salon

One panel for messages (Instagram, Messenger, Gmail, SMS), Booksy bookings, the team schedule in Google Calendar, the WooCommerce shop, settlements and campaigns. Process analysis, specification, UX, implementation with AI. Laravel 12, Filament 5, PWA. Planned as a SaaS product for small service businesses.

FREAK Salon, freaksalon.pl

A shop for dreadlocks and accessories, about 30 SEO articles, my own bulk publishing program for WordPress, word-of-mouth marketing.

Dr Maciej Rzeszut, maciejrzeszut.pl

Launching a tutoring business: ads, posters, a YouTube channel, a website that brings in clients regularly, and a maths visualiser with 36 simulation modules.

Podrzuć.to, podrzuc.to

Brand from name to WooCommerce shop, SEO (313k impressions, 7.77k clicks in 16 months), owner training, an outdoor event for about 200 people, a bachelor's thesis on the shop's profitability.

Other

Moris (logo, website, shop), Okazyjne Latanie, HostingWarsaw (Airbnb, English version), Optyga (Joomla → WordPress), websites for artists, a pro bono foundation website.

EARLIER

10.2020 –
01.2021

Sales and Logistics Specialist, IVITER

Hi-fi repair service: taking orders, negotiating terms and prices, controlling quality and deadlines.

04.2017 –
10.2020

Project manager and volunteer, Portugal

Friday Happiness: building projects in a village of 30–60 residents, sound for festivals of 500–1,000 guests. FabFarm Algarve: CNC, 3D printing, PV, 1,000 pendants for a restaurant. A farm in the Monchique mountains built from a tent to a working homestead.

04.2014 –
04.2017

Owner, PSYART

Producing fluorescent paints and markers, UV decorations. Online shop, a team of artists, festivals, organised the Świt festival.

OWN PROJECTS

Die Mister Presidente, a card game co-created with Patryk Morawski, and Status Quo, a tool to test its balance · Zoya's World, an educational PWA · Rentier, an investing game · Alfa Engine, a no-code game engine · Synergic VJ, audio visuals in Rust · a greenhouse simulator with ESP32 and MQTT.

What I'm looking for

- ◆ A business development role or B2B sales of products that require expert knowledge.
- ◆ A junior or middle management position: a sales team, projects, change and innovation.
- ◆ Work with startups and small businesses I can help grow. Employment contract, contract for specific work or partnership.

EDUCATION

2021 – 2025

Business Management, marketing

VIZJA University (formerly AEH), Warsaw. Thesis written, degree not completed.

2013 – 2014

Physics

University of Warsaw

CERTIFICATES

- ◆ Cambridge English: Preliminary, Grade A (B2), 2025
- ◆ Driving licence

HANDS-ON ENGINEERING

My own CoreXY 3D printer (600–1,000 mm/s) and diode laser · CNC · off-grid 10 kW PV with 30 kWh storage and a solar tracker (frame designed in Fusion 360) · timber houses, yurts, roofs, installations.

INTERESTS

Dividend investing · electronic music and live sound · 8 years of guitar · UV painting and string art · traditional dance · design and systems thinking · philosophy, psychology, cognitive neuroscience.