

# ADAM STANECKI

Marketing & Martech Leader | Business Systems, CRM, Process Integration

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## PROFESSIONAL SUMMARY

Marketing and martech leader with 27+ years across enterprise technology, agency, and founder-led business environments, spanning health, professional services, technology, and regulated sectors.

Runs Seidō Studio, a fixed-scope consulting practice that fixes the friction between the tools a business owns and the results it gets. Integration, not implementation.

Builds marketing functions, CRM systems, and reporting infrastructure for growth-stage businesses. Comfortable working with incomplete information and owns the outcome. Uses automation and AI-assisted workflows to cut manual friction, while keeping human judgement where it matters.

Calm under pressure. Direct without being abrasive. Focused on outcomes, not theatre.

## CORE SKILLS

- Marketing strategy and planning
- Business systems and process integration
- CRM integration and data cleansing
- Martech stack assessment and vendor negotiation
- Artificial intelligence for business, automation and AI-assisted workflows
- Paid media (Meta, Google Ads)
- Email marketing, CRM, and marketing automation
- Website management, WordPress development, and conversion optimisation
- Performance tracking and reporting (GTM, GA4)
- Campaign development and delivery
- Founder and stakeholder collaboration
- Agency and vendor management
- Team leadership and autonomous execution

## EXPERIENCE

### Founder / Principal

*Seidō Studio, Full-time | Sep 2025 – Present*

A diagnostic-led practice that finds where friction (tech, process, or leadership) is costing growth-stage businesses time and money, then fixes it. Integration, not implementation: no selling more software, removing what's getting in the way of the software already owned.

Also available as a hired gun: embedded or project-based support for agencies and internal teams needing senior martech and systems capability without a full-time hire.

## **Digital Marketing Manager (Contract)**

*Belmo Group | May 2026 – Jul 2026*

Functioned as martech lead. Consolidated disparate digital entities into a single, de-risked asset structure. Built a performance tracking architecture in GTM and GA4. Assessed martech vendors and negotiated terms 40% below market rate, then ran pilots with significant booking uplift potential. Cleansed and structured data to enable targeted email marketing to a 50,000-contact database.

## **Digital Marketing Lead (Contract)**

*Heart-Led Support | Aug 2025 – Dec 2025*

Automated lead follow-up to relieve staff overload. Generated hundreds of support-worker candidate leads through Meta advertising. Cut recruitment ad spend by approximately 20%.

## **Marketing Manager**

*Property Mastermind, Full-time | Sep 2024 – Aug 2025*

Drove a 25% increase in sales. Owned marketing end to end: email, social, paid ads, and the tracking infrastructure to prove what worked and cut what didn't.

## **Independent Consultant**

*Self-Employed | Jul 2021 – Jan 2024*

Independent consultant for SMBs, reducing complexity and cost to create room to grow. Simplified systems and marketing, tightened lead generation, and cut agency costs while lifting results.

## **Digital Marketing Specialist (Founder)**

*Touchstone Digital, Full-time | May 2018 – Jul 2021*

Ran a digital marketing and web development practice for small businesses across health, professional services, and education sectors. Simplified systems and marketing, tightened lead generation, and delivered website builds and campaigns that reduced complexity and cost while improving results.

## **Website Developer (Contract)**

*Infinite Networks | Jul 2020 – Nov 2020*

Delivered contract website development and maintenance, technical documentation, and marketing advisory.

## **EARLIER CAREER**

Prior to 2015, 20s and early 30s spent in enterprise technology roles: technical consulting and development across CRM and ERP systems, and analyst/programmer work in a UNIX environment for Telstra network projects, at organisations including IBM Global Services, SPL WorldGroup, WorldGroup Consulting, and JD Edwards.

## **EDUCATION**

**Bachelor of Computing** (Software Development), Management minor

*Monash University*

**Certificate III in Telecommunications**

*Kangan TAFE*