



# Rafał Leszek

Video  
producer/presenter

## SKILLS

- Many years of work with a camera on the Polish and English-speaking markets
- Advanced work in generating audiovisual content using AI tools
- Advanced Canva support

I consent to the processing of my personal data for the purposes necessary to carry out the recruitment process in accordance with the Act of 10 May 2018 on the protection of personal data (Journal of Laws of 2018, item 1000) and in accordance with the Regulation of the European Parliament and of the Council (EU) 2016/679 of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation). I consent to the processing of my personal data for future recruitment processes.

## PROFIL

Producer and video presenter. I have a passion for creating video materials, both thematic and advertising. I have skills in video production, editing and editing, as well as the ability to communicate effectively with the audience in live programs in Polish and English. In my assembly and production solutions, I often use advanced artificial intelligence tools. I have experience in direct and online sales. I have a recording studio in Warsaw enabling the production and editing of advanced recordings/advertisements/video comments.

## EDUKACJA

2012 - 2013

Politechnika Warszawska

Bachelor's module: Elements of logic and set theory

2015 - 2016

University of Plymouth (Great Britain)

Bachelor's module:: Renewable Energy Technology  
(with elements of Big Data)

2012 - 2014

FM Group (Marketing wielopoziomowy)

Responsibility for building a team. Building a strong community around the presented brand. Experience in direct sales. Participating in sales training and building interpersonal skills. Conducting sales and customer acquisition training.

2017 - 2019

Krypto Raport

Founder, president and presenter of a company responsible for creating marketing materials for companies related to blockchain technology and cryptocurrencies. Responsible for team building and business analysis. Building a strong community around the brand. Creating a consistent image, content and communication with viewers. Using the Social Blade platform to analyze your YouTube channel, allowing you to track statistics and compare results with competitors to maximize results. Cooperation with companies such as Google, Global Investor Club, TMS OANDA, Wicked Crypto Meetup. Working with demanding audiovisual environments including Photoshop, Premiere Pro, After Effects, Camtasia and Audacity. Creating marketing materials in the cryptocurrency industry that meet advertiser requirements. Experience in online sales, including the publication of a digital book "Cryptocurrency - Understand and Invest" sold in several hundred copies. Knowledge of the Amazon platform from the sales side along with thorough analyzes of marketing data.

## ACHIEVEMENTS

2019 - 2020

**Chairman of the Supervisory Board of ZETO Lublin  
(Department of Electronic Computing Technology)**

Responsibility for analyzing the company's financial reports and analyzing the management's ability to expand the brand value and acquire new customers. Assessment of the company's long-term strategy in the sector of new technologies and distributed systems.

2020 - 2021

**Cryptocurrency exchange with a Polish Financial Supervision Authority license, Coinquista**

Presenter and content producer. Data analysis and optimization on the YouTube Platform. Track the performance of the channel and individual videos and plan marketing campaigns. Trend analysis and response to results helping to optimize activities. Using video production programs like da Vinci Resolve.

2021 - 2023

**Blockrevision**

Presenter for English-language television. Promotion and distribution of content. Developing content promotion and distribution strategies. Working with the Facebook platform and supervising marketing campaigns. Participation in foreign training on marketing and promotion. Testing various promotion methods, such as SEO, social media, cooperation with other channels, or advertising.

2023 - 2024

**Wall Street Station**

Presenter responsible for creating regular YouTube videos in English. Team management. Verifying the level of audience engagement by analyzing data from YouTube Analytics and working on video topics, including creating detailed recording scenarios. Video editing and editing, creating attractive effects, transitions, texts and basic animations using CapCut.

The use of modern AI tools, such as VEED.io, which supported video production and improved the quality of the created content. Use the OBS environment for live broadcasts, using various plugins and additional extensions, achieving more professional and dynamic episodes. Post-production process, including editing automation, sound optimization and adding automatic subtitles. Marketing campaigns and advertising materials, including the production of graphics and animations, which allowed for effective content promotion. Responsibility for the development of social media by creating short materials on platforms such as TikTok and Instagram. Advanced thumbnails for recording materials that meet the requirements of current trends in order to attract as many viewers as possible.

- Links to sample recordings that I made in my projects are included on the next page.

- Using Adobe tools enabling complex photo and video processing and the implementation of special effects (Photoshop, Premiere Pro, After Effects)
- Efficient service and access to Midjourney and Stable Diffusion graphics generating platforms
- Sales experience both directly and online
- Aesthetic sense and attention to UX details of products
- Extensive use of AI tools to improve work mechanisms
- Knowledge of Microsoft Office
- Basics of programming in C++
- Access to graphics from the Shutterstock repository
- Access to video clips from the Supa.video repository
- Knowledge of social media from the producer's perspective
- Comprehensive knowledge of video production standards for client needs on platforms such as Instagram, Tik Tok, Facebook and YouTube

## CONTACT

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Warszawa

Live recordings in English under the banner of Wall Street Station:

[Link 1](#)

[Link 2](#)

[Link 3](#)



Presentation trial material in Polish:

[Link 4](#)

Short recordings in English are also shared on other social media media under the banner of Wall Street Station:

[Link 5](#)

[Link 6](#)

Link to an example recording in English created under the Blockrevision banner:

[Link 7](#)

Link to an example recording in Polish created under the Coinquista banner for the Comparic 24 portal:

[Link 8](#)

Link to an example recording in Polish produced under the Krypto Raport banner:

[Link 9](#)

Interviews in English:

[Link 10](#)

[Link 11](#)