

## Główne umiejętności

Angielski

Komunikacja strategiczna

Komunikacja

## Languages

niemiecki (Elementary)

polski (Native or Bilingual)

angielski (Professional Working)

## Certifications

London School of Public Relations

MARKETING & PR/ FASHION/ BRAND MANAGEMENT/ NEW BUSINESS/STRATEGIC MARKETING

## Doświadczenie

GPoland Sp. z o.o.

Marketing & PR Director

wrzesień 2016 - Present (7 lat 11 mies.)

Warszawa, woj. mazowieckie, Polska

- Building, implementing and executing PR Strategies for GPOLAND brands e.g

MAX MARA, MARELLA, MAX&CO, PINKO, PATRIZIA PEPE, ARMANI EXCHANGE, COCCINELLE, TWINSET, LUISA SPAGNOLI, ELISABETTA FRANCHI, GEOX, LIU JO, NAPAPIJRI to increase brand awareness.

- Events Management and Strategy
- Media and KOL Relations
- Building 360 Communications Campaigns
- Corporate Communication
- Project Leadership
- New business projects
- Budget Administration

### Verona Cosmetics

Kierownik działu komunikacji i reklamy

kwiecień 2014 - wrzesień 2016 (2 lata 6 mies.)

- Development of brand identity and personalization for brands in the company's portfolio
- Media Relations
- Conducting image and communication training
- Coordination of photo sessions, tutorials, and video materials
- Analysis of competitors and the cosmetics market
- Development of communication processes within the company
- Budget management and planning of advertising campaigns
- Coordination of e-PR activities
- Establishing business contacts
- Participation in negotiations and sales presentations
- Coordination of promotional and event activities for consumers and at sales points

## Testa Communications

### Senior PR Manager

styczeń 2008 - czerwiec 2014 (6 lat 6 mies.)

- Project management
- Implementation of PR activities: collaboration with journalists, preparation and distribution of press materials, content management, arranging interviews, placing topics in the media, etc.
- Managing the PR department
- Supervision of the effectiveness of activities for clients
- Development and implementation of marketing, PR, and CSR strategies
- Consulting: strategic advice for businesses, marketing and PR advice, operational advice for employees
- Launching brands/products into the market
- Planning and conducting ATL (Above The Line) and BTL (Below The Line) activities
- Planning and executing events (conferences, study tours, mass events)

## Wydawnictwo Zwierciadło

### Brand Manager

styczeń 2006 - grudzień 2006 (1 rok)

- Preparation of promotional plans
- Planning and conducting ATL (Above The Line) and BTL (Below The Line) activities
- Preparation and coordination of promotional events
- Event communication
- Collaboration with graphic design studios, advertising agencies, and PR agencies
- Cooperation with editorial teams on promotional and editorial materials
- Collaboration with the editorial team in determining the layout, and editorial plans

## Gruner + Jahr

### Marketing Brand Manager

2002 - 2006 (4 lata)

- Preparation of promotional plans
- Creation of TV and radio commercials
- Securing media patronage for events
- Organization and coordination of promotional events, including events such as the Róże Gali

- Negotiations with suppliers, licensors, and printing houses (coordinating the inclusion of all merchandise in warehouses)
- Supervision of graphic projects (album covers, ciltlights, outdoor advertisements, inter-promotions)
- Researching merchandise offers, negotiating delivery schedules, prices, and contracts
- Budget coordination
- Preparation of reports and summaries for management, accounting, and controlling
- Generating ideas, presentations, and proposals for the advertising department

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## Wykształcenie

Uniwersytet Warszawski Wydział Zarządzania

Master's degree, Management · (2000 - 2003)

Wyższa Szkoła Biznesu filia National Louis University

Bachelor's degree, Management · (1996 - 1999)