

CURRICULUM VITAE

Education

- 2012 – 2013: University of Warsaw, Faculty of Economic Sciences**
Postgraduate studies
Specialization: Economic efficiency of small and medium-sized enterprises
- 2004 - 2009: Warsaw School of Social Science and Humanities**
Specialization: Social Psychology of Information Technology and Communication (full-time studies)
Major: Economic Psychology, Professional Consulting, Advertising and PR, Consumer Behaviour Psychology

Foreign Languages

- English:** proficient - written and oral skills (C1)
Polish: native language

Professional Experience

06.2017 – Now

T-Mobile Poland. – Product Marketing Manager

Responsibilities:

- **Product Owner** of cloud gaming/game streaming service rollout in T-Mobile
- Coordinating work of team in Agile/Scrum process and principals
- Introduction of Apple, Microsoft Store payment for T-Mobile customers (from negotiation to implementation)
- Comprehensive management of the Direct Carrier Billing and SMS Premium
- Cooperation with domestic and global partners (Google, Microsoft, Apple, Wargaming etc.)
- Contact and negotiations with suppliers of services and products
- Project management for new product implementation
- Seeking new streams of revenue via carrier billing e.g. gaming services, IoT
- Marketing promotion for current running services

06.2014 – 06.2017

Netia S.A. – Product Manager

Responsibilities:

- Creating concepts and product management for Value Added Services for B2B and B2C channels including insurance products (AXA Direct), lawyer on the call (Availo), music platform (GoON), Smart City (Fibaró).
- Contact and negotiations with suppliers of services and products
- Management of products pricing policy
- Project management for new product implementation
- Preparing legal documents necessary to proper product/offer market launch
- Analysis of the competitive price offers in Poland and abroad
- Providing post sale financial and operational analyses
- Supervision of marketing materials referring to VAS (i.e. BTL, website and internal sources)

03.2013 – 06.2014

Hamelin Polska Sp. z o.o. – Product Manager

Responsibilities:

- Introduction of new products on the market (Oxford, ELBA, Bantex, Pierre, Unilux)
- Price establishment for new products
- Ongoing monitoring of the market situation and competition analysis
- Analysis of product rotation and inventory
- Creating the concept and implementing marketing strategies
- Introduction of European marketing strategies on polish market
- Creation of POS materials
- Developing of Hamelin catalogues and cooperating in creating distributors catalogues
- Close cooperation with Hamelin: France, Germany, England
- Creating and managing product content on websites

10.2011 – 09.2012

Samsung Electronics Polska Sp. z o.o. – Product Marketing Specialist

Responsibilities:

- Creating and managing product strategies, roadmaps, project plans and product specifications
- Managing products to determine and monitoring product life-cycle and recommending pricing and marketing strategies
- Preparing local and national wise marketing action – from concept to launching
- Preparing and executing the marketing budget
- Conducting industry and competitive analysis
- Monitoring and analysing business results in order to recommend opportunities for improvement
- Negotiating line up, marketing activities and product introduction to customer: MSHP, Mix Electronics, Media Expert, RTV EURO AGD, Neo Net
- Supporting the sales activities
- Maintaining close contacts with Business Managers and R&D Center in Korea

12.2009 – 09.2011

ZIBI S.A. – Junior Specialist of Importing and Marketing

Additional Responsibilities:

- Creating and implementing a marketing strategy for Maxell brand products (storage media, batteries etc.)
- Searching and importing products from abroad (Japan, China, Thailand) for the B2B channel, wholesale and retail sales

12.2009 – 09.2011

ZIBI S.A. – marketing assistant

Responsibilities:

- Creating and implementing a marketing strategy for the Casio Exilim digital camera
- Creating and launching new products line for Exilim cameras, promoting them and making the sales effective and making the brand recognizable on the market
- Supporting the sales activities
- Presenting, negotiations and sales ideas - promotional leaflets, press information, trade fairs, competitions
- Preparing and executing the marketing budget
- Preparing sales reports
- Price and marketing negotiations with Casio Germany
- Translating the POS materials from English to Polish
- Preparing sales reports: margin, profit and rotation
- Maintaining close contacts with PR agencies
- Coordinating the sales team

Interpersonal Skills

- In-depth knowledge of Agile process and principles
- Outstanding communication, presentation and leadership skills
- Excellent organizational and time management skills
- Sharp analytical and problem-solving skills
- Creative thinker with a vision
- Attention to details

Interests

- New Technologies
- Diving
- Snowboarding
- Shooting (IPSC)