

SUMMARY

I am exceptionally organized, detail oriented, charismatic, enthusiastic, intuitive and can multi-task independently or as a team leader. I offer a wide range of skills in many areas including strong research, analysis, excellent strategic analysis skills, as well as previous international working experience.

AREAS OF EXPERTISE / COMPETENCIES

Marketing

- IMC (Integrated Marketing Communications)
- Social Media Vehicles
- Global Consumer Power & Behavior
- Brand Strategy
- Global Trends Forecasting
- Research Analysis
- Visual Marketing
- Graphics Design

Management

- Cross Culture Communications
- Detailed Project Management
- Problem Solving Solutions
- Multi- Team Management
- Retail and E-commerce Consulting
- International Tour Manager
- Music Talent Agent

Entertainment Arts & Music

- Global Concert Production & Promotions
 - TV Program Production
 - Global Special Event Production & Promotion
 - Album/CD Music Compilations
 - Artist Brand Image Creation
 - International PR Activities
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PROFESSIONAL EXPERIENCE SUMMARY

The Headline Group

2010 - current

Marketing Consultant

Responsible for:

- Creative and Visual aspects of Web sites designs
- Branding
- Merchandising
- Retail Solutions
- Trend Analysis and Analytics
- SEO
- Product Management
- Social Media Strategies
- E-marketing Solutions

Academy of Art University

2004 - current

Student – BFA in Fashion Marketing & Merchandising

Graduating Q1-2011

- Presidents Honorary List 2005, 2006, 2007, 2008, 2009, 2010
- GPA: 3.941 out of 4.0
- AA in Fashion Merchandising 2007
- Envoy for Greater Chicago Social Media Admin

TVN American Television Station - Central European Media Enterprises Ltd

1996 to 1997

Board of Directors and President's Executive Assistant

- Responsible for organizing the company and associated subsidiaries since inception
- Responsible for hiring all management and line personnel
- Coordinated and organized Board of Directors and Supervisory Board
- PR activities

Bertelsmann Media BMG Ariola

1995 to 1996

Marketing & Label Manager

- Responsible for creating and execution of marketing and promotion strategies
- Responsible for artist's brand image creation
- Responsible for special Marketing Projects
- Cooperation with international media
- Actively involved in producing music compilations

IDC Public Relations

1994 to 1995

Account Executive

- Helped clients in making strategic decision including brand image
- Organized press conferences, grand openings and promotion meetings
- Responsible for maintaining good relations with journalists and clients
- Actively involved in acquiring new clients

Created New Business Entities with a Business Partner

1984 to 1994

Director's assistant later promoted to Director of Promotion, Marketing and Advertising Department

- Negotiations, production, execution and promotion of international concerts and events specifically: Placido Domingo, Jose Carreras, Luciano Pavarotti, Gypsy Kings, BeBe and CeCe Winans, Basia, Michael Jackson, Yellow Jackets, Al di Meola, Take 6 etc.
 - Direct co-operation with international organizations: William Morris Agency, RKO, Warner Brothers, Quincy Jones Production, Proper Choice Production, William Morris Agency, UNESCO, UN, Tribute Production (Guitar Legends), -Spain – Seville – a preview event for Expo 92 (Joe Cocker, Keith Richards, Roger Waters, B.B. King, Bob Dylan), Word Int. etc
 - Promotion of international entertainment business and conferences, fairs, and festivals in Cannes, Ireland, United Kingdom, USA and China
 - Responsible for introducing and hospitality for international movie companies executives
 - Coordinated special benefit concerts for the handicapped.
 - New Talent Manager
 - Tour manager on international tours
 - Direct relationship with international mass media channels
 - Interviews, press conferences, PR activities
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EDUCATION

Fashion Merchandising (BFA Graduating Q1-2011)

AA in Fashion Merchandising (Magna Cum Laude)

English

School of Marketing and Management

Image and Marketing

Languages

Academy of Art University San Francisco

Academy of Art University San Francisco

DePaul University

(Oxford Brookes University Warsaw Branch)

Fashion and Design School – London UK

Fluent: English, Polish, Russian

working knowledge: German, Italian, Spanish

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PROFESSIONAL DEVELOPMENT

- My 2 projects are included to teach at Academy of Arts in San Francisco -Promotional Strategies & Anthropology classes - starting Summer 2009
- A special Promotional Strategies project presented at Spring Show 09 at Academy of Arts in San Francisco
- Organizing the IAA / International Advertising Assoc/Poland and contacting members of advertising society with members of polish government.
- 1987-1995 Charity – Production and execution for special event for Pope John Paul the II, participation in Christian missions (supported by Billy Graham) through Soviet Union: production and execution music concert tours with Contemp. Artists including artists from Gospel movement from USA, Holland and Sweden (BeBe and Cece Winans, Take 6), production and execution of The Rotary Club Benefit.