



Sylwia Szczypek

Marketing & PR Manager

+48 509 417 371 | sylwiatime@gmail.com | www.sylwiaszczypek.pl

At a Glance

Sylwia Szczypek is a happy, sunny person, open to the world. She finds other people an ever source of inspiration. Her motivation comes from innovative projects. She's enthusiastic about challenges, and employs her creativity, knowledge and experience to meet them head on. Her clients and employers appreciate her honest, ethical approach to her work, and her passion for new ideas, which they find contagious.

She relaxes during solitary walks, or having a quiet afternoon with a book and a cup of chocolate, while her cat Kajko naps on her lap.

She'll receive the Nobel Prize for improving people's life perspectives, and the health of the planet Earth.

Work Style

She needs calm and quiet space, nature and fresh air for conceptual work. She's an owl, and night is her most effective time for studying and analytical work. Best solutions come to her mind during either a walk or shower. She finds her inspirations and fresh ideas when she meets other people -- co-workers and clients. She leads her projects to success in cooperation with an enthusiastic team. She needs to believe in the things she does.

Skills and Capabilities

Fast learner

Likes people and cheers their achievements

Years long experience in International Corporations

Independent Project Leader

Creative, innovative, able to cope in every situation

Open, communicative, assertive

Experienced Team Leader

SEO and Web Development Skills

Work Experience

Out of the Box

2014- now
2000-2004

Sometimes, when all the usual ideas get old, it's good to try something out of the box. Such projects are the most challenging, but also provide huge satisfaction and are appreciated by clients. Here are ones I'm the most proud of:

- **Flying Garden** (Latający Ogród) -- a Warsaw café culture club for women offering professional courses and workshops.
- Quarterly **Text&Cover** -- a magazine promoting fine, synthetic, and eco papers. Its purpose was to educate people working in print houses and advertising agencies about the capabilities of paper and new technologies available to them. [Award: CHIMERA 2003 in Press Design Competition held by Media & Marketing Poland]
- **Papeete** -- a showroom, and a boutique in Galeria Mokotów, Warsaw, presenting and selling fine paper
- **Papeete Bus** -- a mobile showroom created in a double-decker that for a year was going directly to clients' companies

Marketing and Product Management [Bertelsmann - International Media Enterprise, Antalis - Europe's leading distributor of paper, Dom & Wnętrze Magazine, Tematika, Flowing]

2014-now
2011-2015
2000-2004
1999-2000
1998-1999

I was responsible for the Marketing Department in a number of companies, including: Bertelsmann, Antalis, Dom & Wnętrze Magazine, Tematika, and Flowing. I coordinated marketing activities for products by DuPont, 3M, Arjo Wiggins, Gruppo Cordenons, Thibierge-Comar (Cromatico), Arctic Paper and others. I was a member of International Project Teams. I also trained Marketing Managers from other countries.

Account Management [Henkel, Sagem Communication Poland]

2004-2007

I worked as Account Manager to Henkel (Ceresit) and Sagem Communication Poland	1996-1998
ATL Advertising [Sagem Communication Poland, Orlen, Bayer, Henkel, Zelmer, Johnson&Johnson, Bertelsmann - International Media Enterprise, Antalis - Europe's leading distributor of paper, FitFly]	2004-2007 2000-2004 1996-1998
I created and supervised Outdoor and Internet campaign for Sagem (Mobile Phones). I was Media Buyer (TV, Cinema, Press, Radio, and Outdoor) for clients or employers: Orlen (CPN), Bayer, Henkel, Zelmer, Johnson&Johnson (Nizoral Shampoo), Bertelsmann, and Antalis. I also coordinated post-production of TV commercials with BBC and Technicolor.	
BTL Advertising [Zelmer, Henkel, Bayer, Phizer, Johnson&Johnson, Sagem Communication Poland]	2014-now 2004-2007 1996-1998
I worked as Print Production Manager (POS, leaflets, posters) in campaigns for Zelmer, Henkel, and Bayer. I was Art Buyer in campaigns for Phizer (Visine), Johnson&Johnson (Nizoral), and Sagem.	
Public Relations [Bertelsmann, Antalis - Europe's leading distributor of paper, Sagem Communication Poland, Polish Chamber of Books]	2014-now 2009-2010 2004-2005 2000-2004 1998-1999
I was responsible for communicating with the Media on behalf of Bertelsmann Wydawnictwa Fachowe, Antalis Poland, Sagem Communication Poland, and Flowing. While working in Antalis, I also supervised internal communication within the company. As a freelancer, I selected, translated and edited EU communications for the Polish Chamber of Books.	
Internet Publishing [PSL (Political Party), Foundation for the Promotion of Contemporary Art, Institute for the Study of Islam, Media Office, Filmówka TV, FitFly, Latający Ogród]	2014-now 2006-2015
With the rise of the Internet I taught myself to code. I created websites and content for a number of institutions, including: PSL (Political Party), Foundation for the Promotion of Contemporary Art, Institute for the Study of Islam, Media Office, Filmówka TV, FitFly, Latający Ogród, and others. I am well acquainted with best practices both in SEO and Social Media. I used to run my own blogs, internet forums, and Facebook fanpages. I create Landing Pages, Newsletters, as well as e-Commerce stores to promote product sales.	
Print Publishing [Bertelsmann - International Media Enterprise, Dome & Wnętrze Magazine, Institute for the Study of Islam, Antalis - Europe's leading distributor of paper]	2010-2012 2000-2004 1999-2000 1998-1999
I worked for three Publishing Houses: Bertelsmann, Dom & Wnętrze, and the Institute for the Study of Islam. I supervised printing of books as Commissioning Editor at the latter. I was Editor-In-Chief at Text&Cover - my own original project for Antalis Poland. I cooperated with Oxford University Press, and Cambridge University Press. My name can be found both in the National Library , and Google Books .	
Events with Hostesses & Competitions for Clients and Sales Force [Bertelsmann - International Media Enterprise, Antalis - Europe's leading distributor of paper, Sagem Communication Poland, Plus GSM]	2004-2007 2000-2004 1999-2000 1998-1999
I ran a number of Promotional Events, Presentations, Competitions, Loyalty Programs, and Mystery Client projects for Bertelsmann, Antalis Poland, Sagem Communication Poland, PLUS GSM, and others.	
Incentive Travel [Antalis - Europe's leading distributor of paper, T-Mobile, Plus GSM, Activezone - Incentive Travel Agency]	2010-2014 2004-2007 2000-2004
I organized Incentive Travel as far as Rio de Janeiro, where I sent owners of the largest Print Houses in Poland. I also sent the Top Managements of T-Mobile (Era GSM) and PLUS GSM for skiing trips to Switzerland. For Antalis Poland, and Activezone I held various Incentive Events in Poland.	
Trade Fair [Bertelsmann - International Media Enterprise, Media Office, Antalis - Europe's leading distributor of paper, Activezone - Incentive Travel Agency]	2010-2014 2000-2004 1999-2000 1998-1999
I was both an exhibitor and official visitor at some of the largest Trade Fairs in Europe, including Poznań, Hannover, Barcelona and Istanbul.	

Team Management [Antalis - Europe's leading distributor of paper, Bertelsmann - International Media Enterprise, Formica Procreo - Advertising Agency, Heyah points of sale, Latający Ogród - café culture club]	2014-now 2010-2014 2004-2007
As a Marketing & PR Manager at Antalis Poland I led a Team of ca. 13 people. I worked with an Assistant at Bertelsmann, and Formica Procreo. I employed numerous Sales Staff for the Papeete boutique, Heyah points of sale, and Latający Ogród café culture club. I coordinated hostesses, dancers and other people at various events.	2000-2004 1999-2000 1998-1999
Outplacement [Antalis - Europe's leading distributor of paper]	2000-2001
At Antalis Poland, I supervised a large Outplacement project (about 100 workers) in cooperation with the Human Resources department. My responsibilities included creating a series of monthly events allowing workers to better integrate into their new environment and avoid the feeling of loneliness in a new large city. The entire project, a joint effort of many people in the company, was such a success, it was awarded by the Rzeczpospolita Daily, and today is taught as a case study to University Students.	
Branding and Rebranding [Antalis - Europe's leading distributor of paper, Papeete Paper Studio, Tematika, Latający Ogród - café culture club, Flowing]	2015-2016 2011-2015 2000-2004
I created several brands from scratch, including Papeete, Tematika, Latający Ogród, and Flowing. I also supervised rebranding Nitech (a well known Polish brand at that time) to Antalis Poland - a new international brand. My responsibilities included communication with the Media , replacing promotional materials and the old signs on cars and buildings all over the country, as well as sending a positive message to employers about the change.	

Voluntary Work and Charity

Volunteer, TEDxWarsaw , (Warsaw) I help to organize the event as a member of the TEDx Team	since 2016
Bees Adoption, Greenpeace , (Poland) "Remove the bee from the earth and at the same stroke you remove at least one hundred thousand plants that will not survive." Albert Einstein	since 2015
Temporary Home for Animals, Azyl Pod Psim Aniołem , (Warsaw)	since 2014
Translator, TED.com , (World) I translate TED talks as a member of the Open Translation Project	since 2013
Translator, WordPress , (Poland) I translate WordPress to Polish as one of WP Translators	since 2009
Editor, Wikipedia , (World) I was one of the first Polish editors of the English Wikipedia	2005-2010
Sponsor, The Centre for Contemporary Art, Ujazdowski Castle , (Warsaw) I managed donations of paper, and advised about the best choice of paper for art publications	2000-2004
Volunteer, Fundacja Synapsis , (Warsaw) I helped to collect money and resources for Autistic Children	1998-2004

Education

Organizational Leadership Specialization, Northwestern University Leading organizations with success through clarity of purpose and effective collaboration – by building and motivating teams; designing and delivering powerful stories; developing strategies to appropriately influence; understanding underlying customer analytics and applying innovative approaches to deliver impact.	2016-2017
English Studies, Janusz Korczak Pedagogical University in Warsaw	1998-2000
Specialist in Advertising, Warszawska Szkoła Reklamy, Warszawa My classes included an intensive Course in Negotiations (180 hrs) which I accomplished with the best note in the school.	1994-1996

Courses Useful in My Work

Strategic Thinking for Growing Your Enterprise, Stanford University (currently)	
Buddhism and Modern Psychology, Princeton University (currently)	

Introduction to the Open Sources for Education and Culture. Copyright Basics and Creative Commons License Implementation, Centrum Cyfrowe Projekt: Polska, Warszawa

Diplomatic Etiquette, The Protocol School of Poland, Warszawa

Tax Techniques in Marketing Budget Planning, Price Waterhouse Coopers, Warszawa

Individual Coaching for Team Manager, Kuczkowska Lebedzińska Consulting, Warszawa

Marketing Management, Danish Technological Institute, Warszawa

Finances for Top Management, Instytut Rozwoju Biznesu, Warszawa

Company and Brand Building. PR Techniques, Midwest, Warszawa

Interests

Open Source and Creative Commons Licenses

Jane Austen and the 18th century England

History of the Polish Noble Democracy

Awareness and Eastern Philosophy

Story writing

History of Women

Favourite Activities

Jazz Dance, Photography, Biking, Walking, Hiking