

Izabela Sekowska

☁ Partnership Manager at Brand24 ☁

Summary

N/A

Experience

Partnership Manager at Brand24

październik 2015 - Present

- Handling partnership deals and negotiations of business conditions - integrations, cross-promotions, PR co-ops, reports and rankings featuring
- Management of company's presence on software marketplaces and review sites
- Analysis and optimization of marketplace campaigns
- PM role in Slack integration process
- Head of communication for the global launch of the mobile app
- Constant improvement of KPI's

Mentor at Burda International Poland

październik 2016 - wrzesień 2017 (1 rok)

Mentor at Burda International's startup competition - Startup Adventure

Guest Speaker

sierpień 2017 - sierpień 2017 (1 miesiąc)

Presentation on the biggest fantasy festival in Poland on "Social listening in gaming industry"

Guest Speaker

lipiec 2017 - lipiec 2017 (1 miesiąc)

Presentation "10 Reasons Why Social Media Monitoring is a Must-Have of all the Seasons" at the conference: "Tailor-made Marketing Solutions for Fashion Industry"

Guest Lecturer at Collegium Civitas

grudzień 2016 - grudzień 2016 (1 miesiąc)

Guest lecture on "Social Listening in Journalism" for the students of Real Time Journalism course

Guest Speaker

listopad 2016 - listopad 2016 (1 miesiąc)

"Monitor the web like a boss"

Guest Speaker at Geek Girls Carrots

październik 2016 - październik 2016 (1 miesiąc)

"Role of Social Media in Building Personal Brand"

Guest Speaker

wrzesień 2016 - wrzesień 2016 (1 miesiąc)

Presenting on E-commerce Conference for Fashion Industry.

"Trend for Monitoring aka. How to Effectively Develop a Fashion Brand & Grow Online Sales with Social Listening"

Project Manager

czerwiec 2016 - czerwiec 2016 (1 miesiąc)

Managing role in producing IMS WARSAW FASHION STREET event

- Designer Avenue management

Guest Speaker

czerwiec 2016 - czerwiec 2016 (1 miesiąc)

Running of workshops "Listen. Engage. Analyze. How to monitor the Web to have a pro blog" on applications of Brand24 social listening tool for bloggers

Scout @ WAVE Models

marzec 2015 - maj 2016 (1 rok 3 mies.)

- Scouting new faces for modelling agency
- Coordination of recruitment process

Social Media Manager

lipiec 2015 - październik 2015 (4 mies.)

- Creating strategy for social media communication
- Management of social media - creation of engaging content, expansion of reach on Polish and global market, growing community
- Translation of articles from English for a Polish version of blog
- Promoting social media channels and brand's services on different Facebook groups (related to internet monitoring, business, startups, marketing and social media)
- Analysis of effectiveness of social media activities

eCommerce Intern at Interactive Solutions (IS)

wrzesień 2015 - wrzesień 2015 (1 miesiąc)

- Supporting project managers and website developers
- Assembling and validating product cards in Webcollage
- Feasibility checks for eRetailers on Polish and international market
- Workshop on the usage of eCommerce software - SiS Builder
- Gathering materials for projects

PR Intern

sierpień 2015 - wrzesień 2015 (2 mies.)

- Cooperation with clients (industries: business, technology, design, fashion)
- Creating presentations for new communication strategies
- Content management on social media
- Contact with media
- Copywriting of press releases
- Formation of monthly newsletter
- Preparation of PR reports
- Media and Internet monitoring
- Research activities

Assistant Production Manager @ WARSAW FASHION STREET

czerwiec 2015 - czerwiec 2015 (1 miesiąc)

Assistant role in producing WARSAW FASHION STREET event

- Coordination of fashion shows on backstage
- Management of volunteers
- Assistance for VIP guests

Producer @ CREATEAM

marzec 2015 - czerwiec 2015 (4 mies.)

Producing S/S 2015 campaign for ALEKSANDRA ZGUBIŃSKA Atelier

- Detailed planning of creative conception for the campaign (lookbook and campaign photoshoot, as well as promo video)
- Recruiting the team (photographer, video-maker, models, stylist) - negotiation of contracts
- Assuring barter partnerships with: Jaga Hupał Born To Create, Venezia, Kazar, Lewanowicz, Twoje Soczewki
- Preparation of the production set: studio, props, catering
- Coordination of work of the entire team on the photoshoot and video set

Project Manager @ Fashion Revolution

wrzesień 2014 - czerwiec 2015 (10 mies.)

Organization of fashion events promoting Polish designers

- Development and implementation of creative and marketing strategy (BTL, POS), budgets and schedules for projects
- Cooperation with organizational partners - negotiating contract's conditions, communication

- Assuring partners for accompanying activities, e.g. photoshoots, food zone, bloggers meeting, presentations, after party, beauty zone (e.g. in cooperation with MAC Cosmetics, Sephora, Jean Louis David, OPI)
- PR activities – media patronages, generating publicity, managing social media channels
- Acquiring new customers (research and preparation of data bases, presentations, commercial offers and contracts, sales of event spaces)
- Monitoring and analysis of competition and communication trends in the industry
- Fashion shows for: TOP SECRET, Agnieszka Martini Design and Ewelina Baran – castings, directing
- Coordination of work of the entire team on the photoshoot and video set

Networking Facilitator at ESOMAR

wrzesień 2014 - wrzesień 2014 (1 miesiąc)

Selected among all marketing students to represent Kozminski University for the 67th ESOMAR (European Society for Opinion and Marketing Research) Congress in Nice.

- Participation in many presentations by different market research professionals and networking parties
- Registration of conference participants
- Assistance in the information desk
- Technical support during prelegents' presentations

Event Manager @ FASHION DEMOCRACY

kwiecień 2014 - sierpień 2014 (5 mies.)

DANISH POP UP SHOP Opening

- Organization of the opening gala, featuring Danish Duchess, as well as Lindberg's Breakfast event for VIP guests
- Cooperation with organizational partners (Danish Embassy) and strategic partners (Lindberg, DermaOXY, Ilse Jacobsen, Ecco, Beauty Pacific)
- PR services for the project – editing press releases, generating publicity, organization of press conference (inviting media, bloggers, celebrities, follow up), PR report

Polish designers fashion events

- PR activities – managing Facebook profile, assuring media exposure and patrons
- Recruiting new partners for events (fairs, fashion shows, workshops)
- Cooperation with advertising agencies, printers and other subcontractors
- Arranging meetings and managing President's schedule

Junior Event Manager @ WARSAW FASHION WEEKEND

marzec 2014 - sierpień 2014 (6 mies.)

Organization of Danish edition of WARSAW FASHION WEEKEND

- Communication with the designers
- Preparation and realization of accompanying events (press conference, bloggers meeting, castings for fashion shows)
- Managing social media channels & website moderating
- Writing press notes, event scenarios, presentations, speeches, agreements, PR report
- Contact with sponsors, partners and media patrons
- Coordination on backstage during fashion shows

Sales Assistant/Stylist @ Caterina

maj 2013 - styczeń 2014 (9 mies.)

Sales in luxurious polish brand's boutique

- Customer service: identifying and meeting customers' needs while building long-term relationships
- CRM system
- Handling sales, processing claims, returns and refunds, balancing tills and making cash reports
- Managing deliveries: negotiating and placing orders, receiving the merchandise, quality and timeliness control
- Participation in promotional in-store events, as well as external fashion shows
- Training in types of fabrics. silhouette and color analysis

Education

Akademia Leona Koźmińskiego

Management & Marketing, 2013 - 2015

Akademia Leona Koźmińskiego

Management in Fashion Industry, 2012 - 2013

Aberystwyth University

Bachelor of Arts (BA), Spanish with International Politics, 2007 - 2012

Universidad de Las Palmas de Gran Canaria

Filología inglesa y española, 2010 - 2011

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[Contact Izabela on LinkedIn](#)