

Jagoda Prętnicka-Markiewicz

Head of PR & Comm CEE at SentiOne

Summary

N/A

Experience

Head of PR & Comm CEE at SentiOne

October 2016 - Present

SentiOne is a big data company who helps organizations

- getting the right picture of what target groups are saying online (analytics),
- and achieving a stronger engagement with the market through online discussions (webcare).

We track global and local brands and measure consumer opinions and activities in social media and online platforms. With our smart tools our clients gain stronger insights and analytics that will help them make better decisions.

POWERFUL and EASY:

We believe that the key to success for a tool is a golden combination of ease of use and powerful data. Our tools are a joy to work with while still giving the very best results.

With SentiOne you can listen to microblogs, blogs, internet forums, portals, review sites and social networks in over 23 European languages. All our languages are supported by native speaking analysts. We do all data harvesting ourselves, store it on our own servers where we unleash our own self learning algorithms on it. With this data we can offer you a wide range of options, such as buzz, automatic sentiment and gender analysis, real time engagement, reach, advanced queries, cooperation options for teams, reporting and much more.

Today, SentiOne is listening online in 26 European countries.

We work with over 500 large and medium companies among them Huawei, Procter & Gamble, Unilever, Beiersdorf, Tesco, Starcom, Mindshare, Mediacom, Saatchi & Saatchi and Ogilvy and Mather.

Head of Marketing at SentiOne

February 2014 - Present

SentiOne is the leading social media monitoring company in Central and Eastern Europe.

We help global and local brands track and measure consumers opinions and activities in social media.

We work with over one hundred large and medium companies: Procter&Gamble, Unilever, Beiersdorf, Tesco, Starcom, Mindshare, Mediacom or Saatchi&Saatchi.

Every day we help our customers:

- monitor their brands online
- track social media KPIs
- collect consumer insights
- improve online customer care
- identify brand ambassadors
- detect negative mentions

We track social media in 23 countries: Poland, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Denmark, Estonia, Finland, Greece, The Netherlands, Lithuania, Latvia, Germany, Norway, Romania, Serbia, Slovakia, Slovenia, Switzerland, Sweden and Hungary.

Communication Specialist

January 2011 - January 2014 (3 years 1 month)

Brand Communication Specialist at People Group

July 2009 - January 2011 (1 year 7 months)

Consultant at Headlines Porter Novelli

July 2008 - July 2009 (1 year 1 month)

Junior Account Executive, Edelman Poland at Edelman Polska

May 2007 - July 2008 (1 year 3 months)

Consumer PR Unit

Marketing & PR Specialist

May 2005 - January 2007 (1 year 9 months)

Education

Uniwersytet im. Adama Mickiewicza w Poznaniu

2002 - 2007

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[Contact Jagoda on LinkedIn](#)