

Magdalena Ciszewska

Marketing Director

Summary

KEY COMPETENCIES

- Strategic brand and campaign planning and consultancy
- Digital strategic planning and implementation
- Management of global accounts in multiple markets
- Innovative measurement, evaluation and research methods including social listening, data analytics, brand tracking
- Very strong background and understanding of all modern digital technologies and cutting edge marketing solutions
- Strong background in media planning
- Very strong skills and robust experience in Relationship Marketing and Database Management
- Strong presentation skills – both verbal & written
- Highly organised with excellent project management skills
- Team and supplier management
- Process driven
- Engaged in creation of internal company processes
- Strong interpersonal skills
- Natural born problem solver with quick & instinctive reactions
- Keen creative judgment
- Digital education expert

Specialties: In my 11 years I got fully integrated experience in ATL, BTL, Digital and Relationship Marketing and Brand Planning. I've enjoyed working with some truly inspirational brands both at a local & global level.

Experience

Marketing Director at SentiOne

March 2017 - Present

Head of Marketing Strategy at GetResponse

May 2016 - March 2017 (11 months)

Marketing Manager at GetResponse

August 2012 - May 2016 (3 years 10 months)

Digital Account Director / Digital Strategy at Ogilvy & Mather Dublin

September 2011 - June 2012 (10 months)

- Strategic brand and campaign planning and consultancy
- Digital strategic planning and implementation
- New Business
- Team and supplier management
- Creative technologist

Account Director at Strategem

September 2009 - October 2011 (2 years 2 months)

Strategem is an independent Integrated agency with a Digital focus.

- Looking after multiple accounts like Irish Cancer Society, Danone, Glaxo Smith Cline, Bus Eireann
- Part of the New Business team working on communications and marketing strategies for potential clients
- Responsible for defining strategies to support commercial objectives of all current clients
- Coordinating creative process, digital build and media delivery of all campaigns
- Coordinating teams managing all digital campaigns
- Overseeing creation of Functional specifications, Wireframes for all web builds
- Setting KPIs and evaluation of all projects
- Digital Media Planning and buying

Account Manager at RMG Dublin

2009 - 2010 (2 years)

Account Manager at Publicis Chemistry

May 2008 - August 2009 (1 year 4 months)

Chemistry is an award winning integrated agency with the focus on digital comms and relationship marketing.

Baileys (Diageo Ireland)

Local RM & digital agency for Diageo Ireland

Responsible for defining strategies to support commercial objectives

Development of numerous highly creative campaigns, including banner advertising, emails, microsites, maintenance of Baileys.com & DM

Includes both creation of bespoke local activity & adaption of global assets to support local agenda

Key contact with Diageo Ireland client & full ownership of project delivery on day to day level

Working closely to coordinate key resource within the agency: Planning, Creative, Digital Production

Management of budgets on project level - quoting, billing & reconciliation

Liaison with various 3rd parties - i.e. fulfilment, media, production houses & database agencies

Baileys (Diageo Global)

Lead RM agency for 10-15 global markets including Russia, Germany, Spain & US

Development of bi-monthly highly creative digital campaigns, including banner advertising, emails, complex & simple microsite

Creation of various 'Search & Spin' toolkits to support markets in defining their local plans - including guides on transcreation, best practice acquisition planning & partnership strategy

Key contact for Global client & full ownership of project delivery on a day to day level

Nurtured and developed relationships with markets & their local agencies, including chairing monthly status meetings & frequent induction sessions

Senior Account Executive at Publicis Chemistry

July 2006 - April 2008 (1 year 10 months)

Account Executive at Saatchi & Saatchi

September 2003 - May 2005 (1 year 9 months)

Polish division of Saatchi and Saatchi, Poland's No 1 agency for past three years. Also, one of the biggest Saatchi's branches operating as a hub for Eastern Europe.

T-mobile (Era)

Main ATL agency for T-mobile

Creating all B2B and several B2C ATL communications (TV, print and radio)

Handling projects single from start to finish,

Writing creative briefs,

Briefing creative teams,

Preparing timings,

Presenting creative ideas to the client,

Coordinating the production process and media delivery

Cadbury (Wedel)

Main agency for all ATL communication with strong focus on strategic planning

Market research and competitive reviews

coordinating the delivery of all press campaigns

participating in several TV productions

Education

London Metropolitan University

Diploma, Interior Architecture, 2006 - 2007

University of Cambridge

Certificate of Proficiency in English, Proficiency in English, 2006 - 2006

Warsaw School of Economics

BA (Hons), Economics; International Political Relations, 2000 - 2003

II Batorego College (Warsaw)

A Levels, French, English, History, Maths, Polish, Geography

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[Contact Magdalena on LinkedIn](#)