

Ilona Szczerbowska

Business Development Manager at SentiOne

Summary

N/A

Experience

Social Listening Advisor at SentiOne

czerwiec 2014 - Present

SentiOne is the first social media monitoring company focused on Europe. Everyday we work with over 500 brands on 26 European markets.

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

Our tool allows to listen to microblogs, blogs, Internet forums, portals and social networks in over 23 European languages. Thanks to cooperation with foreign analysts, our potential in getting to know and analyse local markets is hard to beat. Today, SentiOne is listening to the Internet in 26 countries: Poland, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Denmark, Estonia, Finland, Greece, Netherlands, Lithuania, Latvia, Germany, Norway, Romania, Serbia, Slovakia, Slovenia, Switzerland, Sweden, Hungary, Russia, Ukraine and Montenegro.

The number of monitored markets is not our only advantage. What makes us different from competition is its own database, containing of high quality local data and unlimited keywords in every monitored topic. Thanks to this, customers can obtain full data from 26 countries for every topic immediately.

We work with over one five hundred large and medium companies: Procter&Gamble, McDonald's, Nike, Unilever, Beiersdorf, Tesco, Starcom, Mindshare, Mediacom, Saatchi&Saatchi or Ogilvy and Mather.

Every day we help our customers:

- monitor their brands online
- track social media KPIs
- collect real-time consumer insights
- measure reach of online campaigns
- control their online reputation

- improve online customer care
- identify brand ambassadors
- detect negative mentions
- measure social media KPIs
- boost online sales by finding potential leads

My responsibilities @SentiOne are:

- Key Customer Acquisition
- Business relations development with Key Customers
- Sales budget preparation and implementation

Asystent at Getin Noble Bank S.A.

czerwiec 2012 - listopad 2013 (1 rok 6 mies.)

Education

Szkoła Główna Handlowa w Warszawie

Master's degree, Finanse i Rachunkowość, 2014 - 2017

SGH Warsaw School of Economics

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[Contact Ilona on LinkedIn](#)