

# Jarek Roszkowski

social media monitoring now!

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## Summary

20 years of experience in new & traditional media. Share in the success of businesses (media house Starlink, advertising network Ad-Vice, social media monitoring tool Brand24). Wide range of management experiences. The emphasis on analysis and strategy. Social media marketing enthusiast

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## Experience

Head of Analysis Department (social media monitoring company), Member of the Supervisory Board at Brand24

sierpień 2011 - Present

- Development of analysis department

Visiting lecturer at Francuski Instytut Zarządzania

wrzesień 2006 - Present

- I teach media planning and social media marketing in the Executive MBA program.

Member of the Board, CMO (advertising network)

styczeń 2010 - luty 2012 (2 lata 2 mies.)

- Creating new business strategy

- Implementation of the strategy in the area of marketing and technology

- Development and promotion of new products (such as Digital Young)

- Promotional activities in the B2B channel - mainly internet marketing (Google, social media marketing)

- Cooperation with publishers to promote websites on the B2B market (including group Demotywatory.pl)

Member of the Board in two companies: IMP (interactive agency) and Webtel (technology company) at Internet Group

marzec 2008 - grudzień 2009 (1 rok 10 mies.)

- Restructuring of companies - to develop and implement a new structure within interactive agency IMP

- Cooperation with companies from Internet Group (synergy at the operational level and product)

- Supervision of the introduction of technological innovations

- Strategy support for the sale of corporate offer at Internet Group SA

- Finance supervision & budget planning

## CEO (media broker of regional press)

marzec 2007 - wrzesień 2007 (7 mies.)

- Modification of the current, short-term sales strategy

- The development of new market strategy

- The reorganization of resources and rules of cooperation with the publishers - to increase the efficiency of the sales department

- Relationship Management's shareholders in the event of any change in their business strategy to the company

- Negotiating with media houses

- Introduction of new advertising product

## Member of the Board, CMO (media house)

wrzesień 2001 - luty 2007 (5 lat 6 mies.)

- Development and implementation of marketing strategy - to build awareness of the new-to-the-market company

- The development of competence in the field of media planning

- The development and introduction of new products - the first system on the market estimation of advertising budgets (estimates of net advertising market - Starlink report), strategic media planning system

- Management of selected Clients' teams

- Preparing the budget, financial oversight of the company

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## Education

Universite Lyon II

Economie de la production, 1994 - 1995

University of Gdansk

Master's degree, Marketing, 1990 - 1995

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[Contact Jarek on LinkedIn](#)