

Hubert Kubiak

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Education

Warsaw School of Economics, Poland
Masters, Faculty of Management, minor: Marketing

2012 – 2014

Concordia University, Montreal, Canada
John Molson School of Business, fall semester

2013

University of Münster, Germany
ERASMUS program, winter semester

2010 – 2011

Poznan University of Economics, Poland
Bachelors, Faculty of Management, minor: Trade and Marketing

2008 – 2011

Courses

Coderslab Front End Bootcamp

Intensive programming training, preparing for working as a front end web developer. It took 140 hours of lectures and workshops and included such topics: HTML, CSS, JavaScript, JQuery, Sass, Gulp, RWD, Git.

Work experience

Philips Lighting Polska, Warsaw

10.2014 – 09.2015

Graduate Program: Trade/Product Marketing/Channel Marketing Trainee

- Supporting Trade team of Key Account Managers, Product Marketing (Consumer Luminaires) and Channel Marketing teams
- Preparing internal reports - sales, target delivery, forecasts
- Supporting introduction of the New Commercial Policy
- Creating advanced Business Balanced Scorecard tool
- Coordination of localizations of the product websites and sales tools
- Websites usability enhancement and their marketing content updates
- Preparing employee shop offers
- Cooperation with the PR agency (preparing materials, communication)
- Organizing events for the clients (visits in factories, product presentations)
- Coordination of the process of POS materials production

L'Oreal, Warsaw

02.2014 – 08.2014

Talent Development Program – Brand Marketing

- Participation in managing the Mixa brand (team of two people), being involved in all processes and projects being held on the brand
- Working with agencies – creating POS materials, shop flyers' modules, printed materials, product labels, packages, bags, pack shots, animations in point of sales, etc.
- Media: adjusting TV/radio commercials (voice-overs, consulting the copywriting, final edit), press visuals, coupons, sponsored articles, publications on web portals, etc.
- Adaptation of products on the Polish market
- Cooperation with key account managers – introduction of the brand to new distribution channels (including e-commerce), organizing actions supporting sell-out and establishing relations with clients

- Consumer and market research
- Occasionally supporting various Garnier brand projects (mainly deodorants and body care categories)

Grant Thornton Poland, Warsaw

3 months, 2013

PR & Marketing intern

- Supporting PR activities: organizing events (II Grant Thornton Entrepreneurs Forum), writing messages for press, editing corporate newsletter, preparing materials for press conferences
- Preparation of various presentations for clients, thematic analyses
- Supporting creation of extensive business reports (e.g. about the NewConnect stock market or Small/Medium Enterprises in Poland)
- Internet: participation in creating content for social media, redesigning and updating GT website, analysis of business web portals, creating info graphics
- Organization of internal coaching sessions (media training)

Unilever, Warsaw

3 months, 2012

Marketing intern (Personal Wash Brand Building Department)

- Owning and managing a complex insightful project (post evaluation of novelties' launch processes on the Personal Wash/Mass Skin market)
- Various operational tasks related to management of such brands as Dove, Dove Men, Axe, Radox
- Analytical market research (usage of Nielsen tools)
- Cooperation with external companies (advertising agencies, media house, service suppliers)

Bayer Technology Services, Leverkusen, Germany

3 months, 2011

Marketing intern

- Supporting supervisors by current tasks of the department (e.g. preparing presentations)
- Creating and updating extensive market research databases
- Secondary research on relevant market information in chemical and pharmaceutical sectors
- Compiling information potential competitors

BASF, Bratislava, Slovakia

1.5 month, 2011

Marketing intern

- Participating in marketing campaign evaluation, analysis of sales data and reports creation
- Invoice processing in the CRM system
- Product database processing

Work Service, Poznan, Poland

1 month, 2010

Internship in HR

- Direct contact with the customers (secretariat, field office)
- Telephone and direct support for the recruitment processes
- Preparing contracts and documentation, updating data in the intranet network

Additional information

Languages: English: fluent (certificates: CAE, BEC, TOEFL)
German: advanced

Other:

- former member of the Student E-Commerce Society and the Marketing Society
- proficiency in Microsoft Word, Excel, Power Point, Nielsen Nitro, Nielsen Answers, iTender, Ariba, Focus Research, Piktochart, Helios, Concur, PLM
- driving license, category B

Interests: culture, long bicycle trips, Balkans, geopolitics, music recording,

References available through: <http://www.linkedin.com/in/hubertkubiak/en>

I hereby give consent for my personal data included in my offer to be processed for the purposes of recruitment, in accordance with the Personal Data Protection Act dated 29.08.1997 (uniform text: Journal of Laws of the Republic of Poland: 2002 No 101, item 926 with further amendments).