

Adam Marchlewski

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in/adammarchlewski | Warsaw, PL

One of a kind specialist with 3+ years of music industry experience.

Dedicated to empowering artists and promoting culture through innovative strategies. Fluent in managing partner relations, channel marketing and cross-functional projects. Polish hip-hop geek.

EDUCATION

Adam Mickiewicz University, BA

2017 – 2021 | Poznan, Poland

Field of studies: Journalism & Communications

Specialization: Online Marketing

Thesis title: The use of social media and web-based platforms in marketing communication on the music market. [↗](#)

SOFTWARE

Asana | Slack | Workday

Airtable | Tableau | Databricks

Adobe CC | Meta for Business

Figma | Google Suite | xAdmin

SKILLS

Agility • Creativity

Problem solving • Communication

CERTIFICATES

Digital Strategy [↗](#)

Communications Strategy [↗](#)

Communication Foundations [↗](#)
(Project Management Institute)

Project management for Creative Projects [↗](#)

Market Research: B2B [↗](#) (LinkedIn)

REFERENCES

Nawojka Chalupańska,

Head of Partner Marketing EMEA, TIDAL
nawojka@tidal.com

Ewa Zamojska, VAS Manager, Vectra
e.zamojska@vectra.pl

Maciej Maj, A&R, Sony Music Poland
maciej.maj@sonymusic.com

PROFESSIONAL EXPERIENCE

TIDAL

Content & Partnerships Marketing Specialist

Apr 2023 – present

- **Complex project management** - executing migrations of major partnerships, including contract termination, communications planning and negotiating business offer details;
- **Campaign launches** - participating in major product launches and coordinating own areas of a project, including delegation of tasks;
- **Innovation** - creating custom-tailored, automated solutions to streamline day to day work

Projects: TIDAL RISING Poland launch [↗](#) (Sep 2023), United Group partnership [↗](#) termination (Jan 2024), TIDAL Retiering launch [↗](#) (Apr 2024)

Content & Partnerships Marketing Associate

Feb 2022 – Apr 2023

- **Key account management** - Exclusive responsibility for maintaining business relationships with Vectra, Canal+ and Mastercard;
- **Partner marketing** - Coordinating and executing product marketing efforts in own channels as well as securing promotional opportunities in partner-owned channels;
- **Customer acquisition** - Creating non-standard content based activations for partners, reporting and measuring campaign results

Projects: TIDAL x Sun Festival S2W Contest [↗](#) (Jul 2022), TIDAL Live Mode launch in Warsaw and Berlin [↗](#) (Apr 2023)

Junior Editor

Jan 2021 – Feb 2022

- **Curation** - creating hand-picked editorial playlists for the second largest DSP audience in Poland;
- **Artist and label relations** - serving as the main point of contact for label and distribution partners (Sony Music, Universal Music Group, Warner Music Group, MyMusic, e-Muzyka among others);
- **Social media** - consulting and approving content used on TIDAL's CEE social handles, producing own formats, creating and executing non-standard activations for brand partners (Desperados, Play, Polkomtel among others)

Projects: TIDAL x Cybex by DJ Khaled [↗](#) S2W Contest (Jun 2021), New pricing launch [↗](#) (Nov 2021), TIDAL x Sentino Instagram takeover [↗](#)

Radio Meteor, Host

Feb 2018 – Feb 2020

- **Journalism** [↗](#) - hosting an original, weekly radio show
- **Audio engineering** [↗](#) - recording, mixing and mastering of episodes

PROJECTS

Polski Rap, Marketing support [↗](#)

Nov 2023 – present

- **Social management** - creating and executing a holistic strategy
- **Assets** - ideation and production of static assets and post copy
- **Campaign setup** - identifying a target group and creating ad campaigns in Meta for Business

Bohema 2.8, Airtable interface setup [↗](#)

Feb 2024