Maja Wis

at

https://www.linkedin.com/in/majawis/

Summary

Experience

Senior Strategist at

01/05/2022

Omobono The Marketing Practice, -------
Responsibilities:
- Leading strategy on projects, owning strategic relationships with clients (PROS, Genetec, Iris, JATO, Azelis, SAP, Fortinet)
- Gathering key data through research, surveys, interviews, product and audience analysis, and ensuring strategies are well informed and clearly laid out
- Analysing clients' business problems, identifying opportunities to stimulate growth
- Defining client problem, identifying audience barriers and opportunities, drawing insights and translating them into succinct and inspiring creative briefs and creative propositions
- Defining messaging house, positioning, drawing out communication plans
- Solving problems with analytical mind, ensuring strategies are productive and generate client satisfaction

Achievements:
- Lead strategy and comms for brand, ABM and demand-gen campaigns for PROS generating $18million pipeline (ca. 90 deals p/a, ave. $200k)
- Created beyond the brief value-add strategy for client, bringing in additional $300k agency revenue
- Lead strategy in winning pitches for a brand and demand gen projects

Senior Strategist at

01/08/2021 - 01/05/2022

Achievements:
- Lead strategy in winning pitches for branding projects
- Kick-started Columns' own social media strategy

Strategist at British Council

01/03/2019 - 01/07/2021

Lead successful brand and comms plans for brands like Shell,

Achievements:

Sabbatical at World Animal Protection and World Wildlife Fund

01/12/2018 - 01/03/2019

Strategist at The Secret Little Agency

01/04/2017 - 01/12/2018

Responsibilities:
- Conducted qualitative and quantitative research for market, audience and product analysis through surveys, interviews, focus groups, online analytics including social media, observational research and workshops
- Interpreted research and analysis to uncover market blind spots and potential for strategic engagement
- Identified brand positioning, mapping customer journey
- Used research and analysis findings to identify strategic ambition and devise communications strategy
- Translated client ask into succinct and inspiring creative briefs
- Jointly met new business clients and running chemistry sessions
- Presented creative briefs and pitching campaign, branding and events ideas to clients
- Conducted analysis and compiling post-campaign value reports for clients highlighting ROI and learnings

Achievements:
- With in-depth research, analysis and creative problem solving, provided strategic thinking for winning pitches for brands like Nestle, Cold Storage, and Tanjong Beach Club
- Turned around public opinion and brand engagement through taking over content strategy Telco Starhub's social media
- Jointly ran Singapore's most hyped Game of Thrones Season 7 launch activation with HBO

Client Relationship Manager at

01/09/2016 - 01/02/2017

Achievements:
- Successfully managed transition of memberships data into SalesForce and data clean-up project
- Created and maintained a dashboard with regularly updated membership reporting
- Exceeded monthly targets of creating leads and securing memberships

Manager - PPL at International Accounts

01/05/2014 - 01/05/2016

Achievements:
- Delivered over £ 10 million collections exceeding the budget by 11%
- Consistently maximised revenue for performers such as Adele, Daft Punk, and producers such as Ministry of Sound
- In the first year doubled income for Public Performance and Broadcast in Germany

Technical Customer Care Manager at

01/05/2006 - 01/05/2014

Achievements:
- Identified trends in platform usage resulting in successful negotiations with the consortia and consistent increase in journals sales
- Captured illegal misuse of SAGE resources preventing loss of revenue
- Developed and implemented Customer Service procedures improving SLAs

Customer Care Specialist at Cable & Wireless

01/09/2005 - 01/05/2006

Education

Humboldt Universität zu Berlin

Master of Arts, -

University of Szczecin

Bachelor of Arts, -

Ernst-Moritz-Arndt Universität Greifswald

Bachelor of Arts, -

Skills

Problem Solving, audience analysis, branding, Social Media Strategy, Product Analysis, Focus Groups, Analytics, Brand Positioning, Communication Strategy, Brand Activation, Conducted analysis, Content Strategy, Return on Investment, Strategic Thinking, SAP, Social Media, Senior Strategist, Strategist, Sabbatical

Keywords

Languages

–

Other candidate information that Vincere supports

Add the wildcards to your template. Vincere will recognize and replace it with corresponding information.

(Notice: Please remove this section if you don't need it in your template)

General information

1. Candidate middle name ()
2. Candidate preferred name ()
3. Candidate first name in Kana ()
4. Candidate last name in Kana ()
5. Candidate date of birth ()
6. Candidate Age ()
7. Candidate Place of birth ()
8. Candidate Citizenship ()
9. Candidate Gender (Female)

10. Candidate Photo (   )
11. Candidate Primary Email (patrycja.wis@gmail.com)
12. Candidate Work Phone ()
13. Candidate Primary Phone (+44 7939 288500)
14. Candidate Home Phone ()
15. Candidate LinkedIn profile (https://www.linkedin.com/in/majawis/)
16. Candidate Current Address - Address (London)
17. Candidate Current Address - District ()
18. Candidate Current Address – City/Town (London)
19. Candidate Current Address - State ()
20. Candidate Current Address - Country (United Kingdom)
21. Candidate Current Address - Zipcode ()
22. Candidate Current Address - Name (London)
23. Candidate Availability for Work ()
24. Candidate Marital Status ()
25. Candidate TOEIC Score ()
26. Candidate IELTS Score ()
27. Candidate ID (63660)
28. Candidate Work History (Senior Strategist
    2022-05-01
    Omobono The Marketing Practice, -------
    Responsibilities:
    - Leading strategy on projects, owning strategic relationships with clients (PROS, Genetec, Iris, JATO, Azelis, SAP, Fortinet)
    - Gathering key data through research, surveys, interviews, product and audience analysis, and ensuring strategies are well informed and clearly laid out
    - Analysing clients' business problems, identifying opportunities to stimulate growth
    - Defining client problem, identifying audience barriers and opportunities, drawing insights and translating them into succinct and inspiring creative briefs and creative propositions
    - Defining messaging house, positioning, drawing out communication plans
    - Solving problems with analytical mind, ensuring strategies are productive and generate client satisfaction

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pipeline (ca. 90 deals p/a, ave. $200k)
- Created beyond the brief value-add strategy for client, bringing in additional $300k agency
revenue
- Lead strategy in winning pitches for a brand and demand gen projects

Senior Strategist
2021-08-01 - 2022-05-01
Achievements:
- Lead strategy in winning pitches for branding projects
- Kick-started Columns' own social media strategy

British Council
Strategist
2019-03-01 - 2021-07-01
Lead successful brand and comms plans for brands like Shell,

Achievements:

World Animal Protection and World Wildlife Fund
Sabbatical
2018-12-01 - 2019-03-01

The Secret Little Agency
Strategist
2017-04-01 - 2018-12-01
Responsibilities:
- Conducted qualitative and quantitative research for market, audience and product analysis
through surveys, interviews, focus groups, online analytics including social media, observational
research and workshops
- Interpreted research and analysis to uncover market blind spots and potential for strategic
engagement
- Identified brand positioning, mapping customer journey
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strategy
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Starhub's social media
- Jointly ran Singapore's most hyped Game of Thrones Season 7 launch activation with HBO

Client Relationship Manager
2016-09-01 - 2017-02-01
Achievements:
- Successfully managed transition of memberships data into SalesForce and data clean-up
project
- Created and maintained a dashboard with regularly updated membership reporting
- Exceeded monthly targets of creating leads and securing memberships

International Accounts

Manager - PPL
2014-05-01 - 2016-05-01
Achievements:
- Delivered over £ 10 million collections exceeding the budget by 11%
- Consistently maximised revenue for performers such as Adele, Daft Punk, and producers such as Ministry of Sound
- In the first year doubled income for Public Performance and Broadcast in Germany

Technical Customer Care Manager
2006-05-01 - 2014-05-01
Achievements:
- Identified trends in platform usage resulting in successful negotiations with the consortia and consistent increase in journals sales
- Captured illegal misuse of SAGE resources preventing loss of revenue
- Developed and implemented Customer Service procedures improving SLAs

Cable & Wireless
Customer Care Specialist
2005-09-01 - 2006-05-01)

29. Candidate Desired Salary (GBP £70,000.00)
30. Candidate Current Salary (GBP £65,000.00)
31. Candidate Contract Rate ()
32. Candidate Notice Period (60)
33. Candidate Brief (Maja Wis is a resident of London, UK. She has been working in the Senior occupational sector for more than 17 years. Currently she is employed as a Senior Strategist. Maja has a considerable management experience (3 years).
Since 2016-09, for a total duration of 6 months, this candidate had experience at a lower grade management level working as a Client Relationship Manager.
Since 2014-05, for a total duration of 24 months, this candidate had experience at a lower grade management level working as a Manager - PPL at International Accounts.)
34. Candidate LinkedIn resume ()
35. Candidate Company name()
36. Candidate Company number()
37. Candidate Branch ()
38. Candidate Desired Industry ()
39. Candidate Desired Sub Industry ()
40. Candidate Desired Function Expertise ()
41. Candidate Desired Sub Function Expertise ()

NOTE:

1. To fields of Education, because it's a dynamic field in Vincere and you can add as many education as you want in Candidate Profile, it's important to put the details inside a Loop to get all Education details of a candidate.
Education details that are supported in Resume Builder:

a. Candidate Education Level (${education.educationLevel})
b. Candidate Education Summary (Humboldt Universität zu Berlin
Media and Cultural Management, Master of Arts
University of Szczecin
English Philology, Bachelor of Arts
Ernst-Moritz-Arndt Universität Greifswald
British and American Studies, Bachelor of Arts)
c. Candidate Education Institution (${education.institutionName})
d. Candidate Education Course (${education.course})

e. Candidate Education Qualification (${education.qualification})
 f. Candidate Education GPA (${education.gpa})
g. Candidate Education Honors (${education.hornors})
h. Candidate Education Major (${education.major})
 i. Candidate Education Grade (${education.grade})

To use those wildcards, simply put them between an "Education.EducationStartLoop" and an "Education.EducationEndLoop"

Example:

Humboldt Universität zu Berlin

Master of Arts, -

University of Szczecin

Bachelor of Arts, -

Ernst-Moritz-Arndt Universität Greifswald

Bachelor of Arts, -

2. Fields in Work History of candidate work in the same way as Education's fields.

You will have to put Work History details in between a "WorkHistory.WorkCompanyStartLoop" and a "WorkHistory.WorkCompanyEndLoop".

Work History details that are supported in Resume Builder:
a. Candidate Job title (${experience.jobTitle})
b. Candidate Employer (${experience.employer})
c. Date range (${experience.dateRange})
d. Candidate experience at the company (${experience.company})

Recruiter information
1. User location ()
2. User phone number ()
3. Resume submitted date (22/03/2023)
4. User company name (Wild Squirrel Recruitment)
5. User name ()
6. User email ()
7. Primary Brand Logo ()
8. Primary Brand Name ()