

ALES WALOSZEK

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London



PROFESSIONAL SUMMARY

Apple's Account Manager at TBWA / Media Arts Lab and Entrepreneur, offering expertise in digital, video and performance marketing. Strong leader with proficiency in growing professional network, influencing decision-makers and devising successful strategies. Collaborative and strategic team leader with robust background in e-commerce, customer's management and data analysis.

WORK HISTORY

Account Manager | TBWA / Media Arts Lab - London

03/2023 - Current

- iPhone 14, 14Plus 14 Pro and 14Pro Max Campaigns)
- Drew on understanding of key markets and analysed data to push development, and shape of new creative briefs.
- Conducting detailed market and competitor analysis to provide Apple with insightful information for all EMEA markets.
- Demonstrated advanced strategic thinking when adapting global campaigns to specific markets, making it relatable to local consumers.

Account Executive | TBWA / Media Arts Lab

12/2021 - 03/2023

- Programmatic, Social, Digital - Executing work for iPhone 13, 14/14 Pro launch (Video and digital)
- Managing finances related to Production, Legal fees, Casting etc.
- Delivered high level of service to clients to maintain relationships for future business opportunities.
- Spearhead performance work across 8 markets and worked on strategic extensions to the global creative to increase click-through rate in local markets.

Entrepreneur | Madsmile - London

01/2020 - 07/2023

- Building unique, trademarked brand within the beauty industry from scratch.
- Creating digital marketing strategies for Madsmile brand and its distributors resulting in remarkable growth from 0 to 54K within the first year via strategic audience targeting and continuous optimisation.
- Exceptional B2B communication skills whilst identifying suitable products and negotiating pricing with suppliers.
- Utilised new sales platforms and technologies to expand business scope.
- Created email marketing campaigns to enhance customer engagement and solicit feedback.

- Enhanced new product awareness.
- Oversaw budget management to keep to financial targets.

Entrepreneur | Homekout - London

11/2019 - 05/2020

- Creating an eCommerce store focused on Gym equipment within 24Hrs and turning it profitable in 48Hrs.
- Effectively managing monthly advertising budget and using data-driven insights to optimise creatives leading to a significant increase in Return on Ad Spend.
- Utilised Google Analytics and Facebook Ads to identify user patterns and adjusted strategy to maximise visitation.
- Creating online presence by building website and designing, planning and publishing content.

Content Creator / Graphic Designer | Freelance

01/2018 - 12/2021

- Client - Taimi App: Managing content across 4 different interest groups with over 400K followers.
- Client - Zasbi Ltd: Designing leaflets and promotional materials for residential buildings managed by Zasbi Ltd. (Such as Centre Point London)
- Client - Hims: Creating promotional content as Hims' brand ambassador.

EDUCATION

Birkbeck University - London

09/2020 – 08/2021

Master of Science: Marketing communications

IPA - London

2021

Advertising Foundation Certificate

SKILLS

- Business development and planning
- Brand management
- Revenue retention
- Data analytics
- Account oversight
- Client development
- Relationship-building and management
- Graphic design proficiency
- Strategic planning
- Digital marketing

LANGUAGES

English

Fluent

Spanish

Elementary

Czech

Native