

JUSTYNA SNIEZEK




◆ E-COMMERCE. MARKETING. SOCIAL MEDIA ◆

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SOCIAL

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PROFILE

I am a marketing professional who gained her experience in e-commerce and Internet companies across Europe and Africa, working in areas of: employer branding, SEM and meta search marketing, PR, social media and partner marketing.

Career goal: Attain a leadership and expert role in the area of marketing.

PROFESSIONAL EXPERIENCE

Global Head of Social Media

Jumia Travel & Jovago
(Rocket Internet)
Kampala - Nairobi
Sept. 2015 - present

- Manage a team of 10+ across Africa and Asia
- Prepare and execute social media strategy for Jumia Travel & Jovago
- Analyse social media analysis to increase website traffic and bookings
- **Achievements:** Grew Facebook fanbase by 117% (230k to 600k), increased engagement from 2,3% to 7,6%.

Head of PR - Poland

trivago GmbH
Dusseldorf
Feb. 2014 - Aug. 2015

- Prepared and executed Public Relations strategy for a Polish market
- Ran PR campaigns, wrote and distributed press releases
- Maintained and developed contacts with press, TV and radio journalists
- **Achievements:** Successfully launched campaign with travel bloggers, increased company's exposure in media by 300%

Partner Marketing Assistant

paysafecard Wertkarten AG
Vienna
May 2013 - Nov. 2013

- Coordinated cooperation with game merchants
- Ran successful online and offline B2C campaigns
- Attended industry fairs and business meetings with partners

Internet Marketing Consultant

Reach Local
Warsaw
Jan. 2013 - May 2013

- Ran business cooperation with SME partners
- Sold and planned Google AdWords campaigns with clients

EXPERTISE

- Team Management
- Social Media Marketing
- E-commerce
- Public Relations
- Market Research
- Budget management
- Blogging/SEO

EDUCATION

Bachelor of Science, Major in Finance & Accountancy
Minor: Bank Marketing
University of Warsaw (Poland)
(2009-2013)

Freelance Travel Writing
London School of Journalism
Short Course

LANGUAGES

- English: fluent
- Polish: native
- German: intermediate
- Russian: intermediate

TOOLS

- Google Analytics, AdWords
- Photoshop Lightroom, GIMP
- Hootsuite, Smartly
- JIRA, WordPress, Typo 3