martaszczepanska@onet.pl
+48 606 694 676 | Warsaw, Poland

CORE COMPETENCIES

- ❖ Local, regional and global social media strategy development
- ❖ Multi-platform expertise (LinkedIn, Meta, Twitter/X, TikTok)
- ❖ International team leadership & collaboration
- ❖ B2B marketing experience (Social Media management, copywriting, paid social)
- ❖ Passion for technology combined with professional experience.

EDUCATION

Warsaw School of Economics
- ❖ Master's in International Business | 2005
- ❖ Master's in Marketing & Management | 2006

CERTIFICATIONS

- ❖ LinkedIn Digital Marketing Foundations (2022)
- ❖ Hootsuite Platform Certification (2022)
- ❖ IELTS - Band score 8.0/C2 (2017)
- ❖ Sprinklr Advanced Administrator (2017)

LANGUAGES

English: Fluent (C2 - IELTS cert)
German: Intermediate (university)
French: Intermediate (university)
Spanish: Basic

HOBBIES & INTERESTS

- ❖ Modern technology (mobile, wearable devices)
- ❖ Science fiction & fantasy literature
- ❖ Board games
- ❖ Coffee culture

TOOLS AND TECHNOLOGIES

Monday.com	MS Office / Google Docs
Notion	Canva
Mailchimp	Figma (editing)
Slack	AI Tools (OpenAI, Midjourney)
Discord	Hootsuite / Sprinklr / Buffer

MARTA SZCZEPAŃSKA

B2B Marketing & Social Media Expert

Strategic marketer with almost 20 years' experience in digital and social media (15+ years) with B2B focus (8+ years). Track record of implementing successful social media strategies varying from campaign to global level. Co-founded Poland's leading social media agency, managed international teams, and trained major brands. Passionate about the human aspects and creativity in B2B marketing.

PROFESSIONAL EXPERIENCE

- ❖ **SENIOR MARKETER, Black Rabbit** | Oct 2023 - Present
  - ➢ Manage social channels focused on LinkedIn, driving measurable increases in engagement
  - ➢ Develop strategic content for blogs and newsletters increasing traffic and conversion rates
  - ➢ Create video strategies enhancing client digital presence across platforms

- ❖ **SOCIAL MEDIA LEAD, Whatagraph** | Jan 2023 - Dec 2023
  - ➢ Led B2B SaaS startup social presence, establishing brand voice and content strategy
  - ➢ Created tailored posts for social media channels, online communities (Reddit, Quora) and employee advocacy, provided support for integrated campaigns

- ❖ **HEAD OF EMEA SOCIAL MEDIA & GLOBAL SOCIAL MEDIA STRATEGY LEAD, Jones Lang LaSalle** | Apr 2017 - Nov 2022
  - ➢ Created first-ever comprehensive social media strategy for EMEA region and globally
  - ➢ Grew LinkedIn presence from 500K to 1.5M followers over 5-year period
  - ➢ Provided strategic guidance to local teams and advised executives on personal branding
  - ➢ Managed teams based in London and India, reported to global leadership

- ❖ **DIGITAL MARKETING TRAINER, Isobar Poland** | May 2016 - Mar 2017
  - ➢ Conducted over 50 custom trainings for major clients (Microsoft, Mattel, Disney, LEGO, Accor) across EMEA
  - ➢ Developed comprehensive training materials for Dentsu network clients

- ❖ **HEAD OF STRATEGIC ANALYSIS, Isobar Poland** | Mar 2014 - May 2016
  - ➢ Led analytics team providing social media research and strategy development
  - ➢ Created brand monitoring products generating new revenue stream
  - ➢ Developed successful strategies for key clients including Microsoft, Huawei, and J&J

- ❖ **STRATEGY DIRECTOR, Socializer SA** | Jan 2011 - Mar 2014
  - ➢ Co-founded and developed Poland's largest social media agency until successful acquisition by Dentsu group in 2014
  - ➢ Oversaw client acquisition, strategy development, and project execution

- ❖ **SOCIAL MEDIA STRATEGY MANAGER, K2 Internet** | Jan 2010 - Dec 2010
  - ➢ Initiated agency's social media capabilities, creating new revenue streams
  - ➢ Developed social media strategies for new and existing agency clients

- ❖ **SENIOR STRATEGY CONSULTANT, K2 Internet** | Mar 2006 - Dec 2009
  - ➢ Initially as Strategy Analyst, progressing to Senior Strategy Consultant
  - ➢ Developed strategies for Peugeot, Coca Cola, Nokia, IKEA, and other major brands.

ACADEMIC EXPERIENCE

- ❖ **SWPS University, Warsaw** | 2014 - 2017
  - ➢ Lecturer for "Marketing in Social Media" post-graduate program