

EWA KWOLEK-MAZUR

SUMMARY

Results driven, hard-working marketing communications specialist with over 12 years of experience in multiple sectors, agency side and in-house, B2C and B2B. I am passionate and ambitious, have a proven record in a start-up, mid-size business and a large corporation. I get things done with a strategic mind and diligence.

CORE COMPETENCIES

- Strategic marketing: planning and budgeting, positioning, market insights and monitoring
- Social media, direct mailers, digital, events, PR, branding, tone of voice, insights, sponsorship, websites and SEO
- Lead and demand generation campaigns
- Content from planning, creation to promotion
- Cross-sector experience: FMCG, public sector, technology, purpose first
- KPI setting, monitoring and reporting to senior management
- Forecasting, billing and overall marketing finance
- Team management, leadership and coaching

HIGHLIGHTS

- I was a head of marcomms in a SaaS content publishing organisation, part of the leadership team
- I was chosen to lead a communications campaign for Edificio Ecologico – a recycling focused NGO in Brazil
- I worked with a portfolio of clients: Microsoft, Tesco, Centrica, Google, Mondelez, PwC, Royal Mail etc

EXPERIENCE

EKM

Digital Marketing Consultant, and Blogger, France and remote, June 2019 – now

Working as a freelancer. Also studying for the MRS Advanced Social and Market Research Certificate and developing analytical and content competences via a distance learning platform Coursera and Hubspot Academy. Blogging about sustainability at gogreengoeco.com.



Head of Marketing (July 2018 – June 2019) – Marketing Manager (March 2016 – June 2018), Montpellier, France, [Rakuten Aquafadas](#)

Rakuten Aquafadas is a digital content publishing software provider, part of the Japanese Rakuten Group. As a member of the leadership team, I was responsible for annual strategy including product, pricing and positioning development. With my team of seven people we were planning and delivering a variety of campaigns: lead and demand, PR, CRM, content, reviews, sponsorship, webinars and events. All of it done in collaboration with the internal interdisciplinary departments such as sales, tech, product, IT, finance etc. I had to combine marketing communication skills with leadership competencies including team management, new processes creation and implementation, KPI setting and review and budget coordination and planning.

EKM

Digital Marketing Consultant, London, UK, January 2015 – December 2015

As a freelancer I planned and delivered workshops such as 'Online blogging' for [Roundhouse](#), 'How to promote a project with digital and social' for Roundhouse and [National Citizen Service](#). I also supported and ran a pitch project including: insights, creative and strategy for Livity UK as a part of the Unilever's Sustainable Living Strategy. I supported management of social media for the animals' charity RSPCA.



Digital Account Director, London, UK, [Livity](#), January 2013 – May 2014

Livity is a youth marketing agency (purpose first) working for and with young people to create social change. I was in charge of maintaining and developing my clients' accounts by planning and implementing a variety of campaigns including: an apprenticeship programme Advantage, branding projects based on young people insights, research and events and social media content. Additionally, I planned and ran multiple workshops and tutoring activities and social media training for: the Lambeth Council, Barclays and Tesco. Amongst my clients were: Centrica, The Guardian, Google, Virgin Atlantic, The Reading Agency, Ingeus and many others.



Account Director, [Proximity London](#), UK, November 2009 – December 2012

Proximity London is one of the biggest CRM and digital agencies in London. I was working on three client accounts: Royal Mail, Mondelez (Kenco coffee and Philadelphia cheese) and J&J. I was in charge of strategy developed with planners, day-to-day account running, growth and finance. My responsibilities included: client relationship and inter-agency management and implementation of digital, social and experiential projects incl. Facebook apps and games, events, video and web as well as data driven offline direct marketing initiatives.



Head of Communications, [Projeto Edifício Ecológico](#), Recife, Brazil, March 2012

As a part of my agency (Proximity London) talent development initiative, I won a competition to deliver a charity project in a developing country. Before jetting off to Brazil, I ran a 'Go Green' campaign to raise funds for my marketing budget. Ideas I launched included: energy saving campaign in the agency, party and lottery, internal comms (posters, emails), creation of reusable bags sold at local markets. While in Brazil, I was working in Portuguese with a local agency Arcos Comunicação, I developed a comms campaign targeted at businesses encouraging them to start recycling. I was documenting my journey in a personal [blog](#).



Account Manager – Account Executive, Bristol, UK, [Mason Zimbler](#), August 2006 – November 2009

Mason Zimbler was one of the biggest fully integrated marketing agencies in the South West of England (before it was acquired by Harte Hanks). As a part of the client services team, I was in charge of all the account handling basics for my main client Microsoft: client day-to-day communication, projects delivery, budget and time management, multidisciplinary team coordination. Projects included: websites, emails, virals, direct mailers and printed collateral, corporate videos etc.

EDUCATION

2019 - 2020

Advanced Certificate in Social and Market Research (Distinction – exam, Merit - integrated assignment), Market Research Society, UK

Distinction – exam, Merit - integrated assignment

2005 - 2006

Professional Diploma in Marketing, Chartered Institute of Marketing, UK

1999- 2004

MA in Political Studies (1st class), the Jagiellonian University, Poland

2003

Politics, Socrates Scholarship, the University of West of England, UK

ABOUT ME

I am driven by challenges and adventure in private and professional life. I lived in a Brazilian favela while working on a comms campaign for a local NGO. I have skydived and ran two half marathons. When at home, I am a bit of a geek, interested in current affairs, history and self-development. I enjoy helping others through purpose first actions incl: youth development, teaching, sustainability and women in tech initiatives. I write my own blog: gogreengoeco.com