

Curriculum Vitae

Marek Koziol

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Degree

- 10.2001 – 7.2006 **University of Economics in Wrocław, Faculty: National Economy**
- masters in *INTERNATIONAL RELATIONS*: - *European study* (one year scholarship),
 - Subject of master work: „Franchising on Dolny Śląsk based on franchising companies”.
- 10.2006 – 7.2007 **University of Economics in Wrocław - Marketing Institute**
- One year postgraduate studies: *BRAND MANAGEMENT AND MARKETING COMMUNICATION*,
 - Subject of postgraduates work: „ Launching Adax Extremist brand on the market, market chance identification, testing Brand elements”
- 9.1997 – 5.2001 9th Secondary School of Juliusz Słowacki in Wrocław
- Mathematic–physic-informatics class profile.

Work experience

- 9.2009 - 5.2012 **AB SA/ HTC**
- **Marketing Business Development Manager** – New distribution contracts acquire, Product and channel business development plans constructing, creating the marketing activities simultaneously with product, distribution and sales plan, sales growth stimulation actions, cooperating and sales-marketing activities with Key Customers from different channels, cooperating with marketing agencies like: Social Media & Communication, ATL and BTLs.
- 11.2007 – 8.2009 **AB SA/ HTC**
- **HTC Marketing Manager** – Creating the marketing plan based on guidelines form HTC HQ and sales planes divided to 5 different channels (Small Medium Business, Retail, Enterprise and Mobile Operator-strong cooperation with polish HQ). Launching a HTC Open Market Partnership Program. Cooperation with Product Managers, Sales department, Head Accountant, Layer and direct with AB and HTC Polish Board. Planning, coordinating, finalizing and summing up different kind of ATL and BTL marketing activities. Preparing marketing materials, web page contest.
- 1.2006 - 10.2007 **INCOM SA**
- **Marketing Manager** – Strategic planning of Incom(company) and Adax and Incore brands. Creating the marketing plan simultaneously with product, distribution and sales plan. Market analyses, benchmarking. Putting pressure on integration of all marketing mix elements while working on the sales projects. Cooperating with outsourcing companies and negotiating the contracts with portals, interactive agencies, PR agencies, BTL and training companies.
- 1.2005 – 10.2006 **INCOM SA**
- **Marketing Specialists-** setting up marketing strategy for

Vendors and own products. Launching new products on the market. Organizing events. Operating with marketing pull and push instruments. Cooperation with Microsoft, Samsung, AMD, WD, Seagate and other vendors.

- 5.2004 – 10.2004 Aztek Recruitment, Sailors Pub&Nightclub- Enigma Ltd. and Headland Hotel – Newquay, United Kingdom
➤ **season work.**

Professional Management of training projects experience

- From 1 IX 2009 **HTC / AB SA**
➤ **HTC training project head coordinator (Poland) – Regional HTC Brand Ambassadors** – Coordinating of 9 persons team of HTC regional ambassadors. Preparing training materials, trainings plan and post-training visits scenarios. Arranging and cooperation the trainings together with clients and subcontractors. Monitoring, controlling, reporting and trainers performance appraisal. Partnering with Alsen Sp. Z o.o. to a training project “Alsen partners cadres empowering ” granted by European Union form European Social Fund, Human Capital.

- 1 XI 2007 – 31 VII 2009 **INCOM SA**
➤ **Director of Adax Training projects od Regional Brand Ambassadors** – organizing internal and external trainings for 6 persons team of trainers. Preparing the marketing material, training plans and work schedule. Getting funds for training and cooperation with the biggest IT companies in the world line (Microsoft, Intel, AMD, Samsung and LG).

Social work experience

- From 12.2009 Wrocław Youth Club Assosiation
➤ **Chairman** - applying for grants, youth project management, cooperation with international partners NGO, managing the association, run local charity actions and youth development projects.
- From 3.2003 Baseball Wrocław Sport Club
➤ Vice-President, activist – cooperation and finding sponsors, cooperation with local and regional authorities and politicians, maintaining Company Social Responsibility Actions, applying for government grant, cooperation with Foreign Embassies localized in Poland, promotion Baseball and our club in Wrocław and whole Poland
- 4.2003 – 6.2007 Assosiation Klub Na Fali
➤ **Board member/European Union programs coordinator** – creating international youth projects financed by Youth Program. Applying for funds, budget planning. Organizing the trainings, signing up the financial agreements for the projects realization, creating the conceptions of the projects, coordinating the work of international team during the projects, cooperation with Polish National Touristic Organization, Wrocław city hall, Wrocław secondary schools and Cultural associations.

European projects and trainings

Participation in the following projects financed by European Union:

- 3 projects as a main coordinator (Szklarska Poręba i Wrocław)
- 4 „Train the Trainers” projects (Greece, Germany and Czech Rep.)
- 12 projects – polish group leader

<i>Date</i>	<i>Place</i>	<i>Subject</i>	<i>Host organisation</i>
VII 2013	Szklarska Poręba, Poland	Social Map	Wrocław Youth Club
III 2012	Athens, Greece	SOCIALNETism	Hellenic Association of Informatics
XI 2011	Berlin, Germany	Planning, Monitoring and Evaluation	European Intercultural Forum e.V
IX 2007	Nitra, Slovakia	Stereotypes in EU	Nitra Community Foundation
VIII 2006	Amsterdam, Holland	Theatre Embassy	MARACA
VIII 2006	Kirkcaldy, Great Britain	World in Peace	YMCA Kirkcaldy
IX 2005	Puisaye, France	Ruralities and Realities in Europe	Association de Soutien à l'Initiative et la Coopération
VII 2005	Montbrison, France	Youth Europeans in the Forez	Maison des Jeunes Montbrisonnaise
VI 2005	Grass, France	Contact making seminar in Grasse	Mission Locale Du Payes de Grasse
IX 2004	Liepāja, Latvia	Yesterday was the War	Studentu Projektu Iniciativas Centrs
X 2004	Vilnius, Lithuania	Babel	Youth Perspective Ideas Centre
IX 2004	Paola, Italy	European dialogue	O.C.T.O.P.U.S.
IX 2004	Annecy, France	Nonviolence On Stage	Fédération Unie des Auberges de Jeunesse
VII 2004	Saint Gaudions, France	Prevention of drug addiction	Maison des Jeunes et de la Culture
IV 2004	Wrocław, Poland	Europe of XXIst Century	Assosiation Klub Na Fali
X 2003	Prague, Czech Rep.	Working with disable people	Duah – Tangram
VII 2003	Troyes, France	Different perceptions about health	Maison des Jeunes et de la Culture Troyes
V 2003	Bouzov, Czech Rep.	Train the trainers	Permalot
II 2003	Szklarska Poręba, Poland	Street Culture	Assosiation Klub Na Fali

Courses

- Warszawa 11.2013 **II Online Marketing Congress**
- Trainings from Social Media, Content Marketing, SEO, SEM, and new trends in 2014 year
- Wrocław 10.2013 Creativity cooperation with Advertising agencies
- trainig organised by top Warsaw **360 Agency**
- Wrocław 3.2013 **Communication and cooperation with key customers**
- internal traning

- Wrocław 11.2012 **Media House**
 ➤ **Media training** – planing advertising campaign techniques
- Wrocław 3.2011, **PR Agency**
 4.2012 ➤ 3 day trainng about **Social Media**
- Warszawa 2.2011 **HTC EMEA**
 ➤ Global telekom market segmentation
- Warszawa 11.2009 **HTC EMEA**
 ➤ Quietly Brilliant – HTC Brand values/positioning
- Warszawa 5.2008, **Intel**
 4.2007 ➤ Inside Programme
- Wrocław, 5.2006 **Microsoft**
 ➤ DOEM, COEM Partner Programme and Partnership
- 15.5.2005, **Google**
 Wrocław ➤ Google AdWords, AdSense kampanie w gogle
- 15.11.2005 **Deloitte**
 Wrocław ➤ Multi-purpose case study "The methods of financing the company growth.
- 10.2003, Foundation for the Development of the Education System – Youth Program
 Warszawa Polish National Agency
 ➤ taking a part in the Second Youth Leaders meeting.

Skills

- LANGUAGES ➤ Polish – mother language
 ➤ English – advanced in speaking and writing
 ➤ German – pre-intermediate
- INFORMATICS Microsoft Office (Word, Excel, Power Point, Front Page, Project), GIMP
- DRIVING LICENSE B category
- OTHERS Training and coaching abilities, ability to work in a group and managing the team, ability to motivate the people, well organized

Interests

- European Integration
- baseball -24 years(Poland National Team, Baseball Wrocław)
- playing drums and guitar
- getting to know different cultures
- Rock and Metal music
- advertisement
- travel
- theatre¹