

Adrian Tomaszewski

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Bielsko-Biala, Poland



Portfolio: **www.autor.biz**

Key skills & knowledge

Graphic design - publications, animations, presentations, logo, posters, packages, illustrations.

Webdesign - projects & implementing: WordPress, Adobe XD, CSS, HTML.

Prepress - DTP & print preparation process.

Marketing - copywriting & communication strategy.

Practical knowledge of: Adobe Photoshop, Adobe Illustrator, Adobe Indesign, After Effects, Adobe Premiere, Adobe XD, MS Word, MS Powerpoint, Adobe Keynote.

Certificates: **EQF 5** (European Qualification Framework) trainer's certificate. **Microsoft:** MS Certified Systems Engineer, MS Certified Trainer, MS Product Specialist. **Personal trainer** (sport).

Knowledge sharing skill & presentation skill - considerable experience in preparation, organization and execution of trainings and marketing workshops.

Music creation - commercial projects for Samsung, Philip Morris, Mastercook, Lenor, Delicje.

Education

- **Meritum Business Coach School in Katowice** - annual training resulting in **EQF 5 business trainer** certificate.
- **Marketing Management and Foreign Language Academy** in Katowice.
Master's studies. Specialization: **marketing and management**. Specialty: **advertising** (1998-2003).
- **Post-graduate NOVUM IT College**.
Specialization: Commercial and Editorial Computer Graphics (1995-1997).
- **A4Academy Kraków (AllForBody)** - Sport Personal Trainer Course (2018).

Why me?

Profitability for the company - my work and competences earn for client's company.

I do not waste someone else's time. I do not generate unnecessary costs - I focus on the project.

Efficiency - I bring cases to a close. I share knowledge with other people and I gladly learn new things.

Life experience - useful in relations, sales and working with people: customers, business partners, managers and CEOs of companies.

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Success

Individual winning of my direct clients - eg.: Auchan, Allegro.pl, Intermarche, Philips Poland, mBank, Makita, Wiśniowski, TZMO Toruń, Amplico, Agencja Rozwoju Przemysłu SA., Mondial Assistance, Thalgo, Indeco, VCentrum, Mercury Market.

Prize in the Golden Eagles Advertising Festival contest for the Mastercook TV campaign soundtrack - 2004.
Who is this success for: my independent project for **Euro RSCG** advertising agency.

Prize in the Boomerang 2002 contest and distinction in the **Złota Strzała (Golden Arrow) contest** for the "Kraft Top 100" work for Kraft Foods Poland - 2002. **Who is this success for:** my creative team and **Ogilvy One Poland** advertising agency.

Nomination to the Golden Eagles Advertising Festival prize for a work commissioned by IBM Poland "Tak smakuje sukces" („The Taste Of Success”) - 2001. **Who is this success for:** my creative team and **Ogilvy One Poland** advertising agency.

Statue granted by the Rynki Alkoholowe (Alcohol Markets) branch magazine for press commercials of Bols vodka (2000). Awarded to the team creating press adverts for retailers in which I was responsible for texts and concepts of advertisements. **Who is this success for:** my creative team and **Ogilvy One Poland** advertising agency.

Execution of advertising trainings

Cooperation with high schools in Poland: WSIZ Bielsko-Biała, SGH Warsaw, WSB Wrocław, University of Silesia Katowice - execution of advertising trainings.

Organization and execution of trainings and marketing workshops: graphic design, copywriting, strategy and creation, creativity in marketing, Adobe CC applications.

Cooperation with the training companies: High 5, KDK Info, Eskadra, AP Edukacja, Brief Akademia, COSM, ITC Group, Langas, Atrium.

Successful trainings for: Intermarche, PKO BP, Orlen Oil, P4, Eurobank, mBank, Axa, Pracuj.pl, Makita, Era GSM, PGNIG, TNS OBOP, Totalizator Sportowy, Bankier.pl, Eskadra, TVN, Mediarun, Telepizza, SKOK Stefczyka, Kraków Airport, SPEC S.A., Ministry of Infrastructure etc.

Publications

Book publication: "Książeczka zdrowia copywritera" („Health Book of a Copywriter”), published by OnePress (2006)

Book publication: "Reklamowa gra w słowa" („Commercial word play”), published by Legal Support (2007)

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Employment history

Since 2005 - own business activity, freelance - independent expert, graphic designer, advertising trainer

Responsibilities: creation of promotional materials. Active search for new clients. Organization and running advertising trainings.

2014 /cooperation/ - ArtGroup advertising agency - creative director

Responsibilities: lead and manage creative team work, present concepts to clients.

2013 /cooperation/ - SKOFF - marketing specialist - graphic designer

Responsibilities: designing of promotional materials. Preparation of presentations. Cooperation with service providers (printing houses, graphic studios, advertising agencies). Development of graphic activity strategies.

2004 - Polymus - senior copywriter

Responsibilities: creation of commercial texts, development of marketing concepts, commercial scenarios and events. **Clients:** Heyah, Królewskie, 4FunTv, Diageo, M1, Premium Club, Masterfoods.

2003 / 2004 - V&P - senior copywriter

Responsibilities: co-development of sales promotion mechanisms, creation of marketing concepts, commercial scenarios and events, creation of commercial texts. **Clients:** Era GSM, AgrosNOVA, Nivea, Kompania Piwowarska, Coty, Goodyear.

2002 - 2003 - Young & Rubicam - senior copywriter

Responsibilities: creation of marketing concepts, elaboration of commercial scenarios and texts. **Clients:** Philip Morris, Wasa Barilla, Idea, Warka.

2000 - 2002 - Ogilvy One - copywriter/senior copywriter

Responsibilities: creation of marketing concepts, co-development of sales promotion mechanisms, elaboration of commercial scenarios and texts. **Clients:** BP, Commercial Union, BOLS, IBM, Mattel, Leroy Merlin, US Pharmacia.

1999 / 2000 - Volta - promotion and advertising specialist

Responsibilities: preparation of promotional materials. Implementation and updates of corporate website. Cooperation with marketing agencies. Supervision of showroom interior design and sales displays.

1996 - 1999 - Altkom Akademia - IT trainer

Responsibilities: advanced user trainings in computer networks based on Microsoft Windows. Graphic applications trainings, consultancy.

I hereby agree for processing my personal data included in my job application for the purpose of the recruitment process (in accordance with the Polish law of August 29, 1997 on the protection of personal data Dz. U. of 2002 Nr. 101, item 926 with subsequent modifications).