

Ania Szpyrko MCIM

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PROFESSIONAL PROFILE

Commercially and business focused, strategic planner with excellent brand development and marketing communications skills. Experienced professional combining a strong academic background in the science of crowd behavior, with experience both in the UK and Europe within communications, advertising and marketing. A skilled strategist with an ability of analytic thinking, initiative, creative flair and a passion for Arts, technologies, science and mass media communications. Security cleared since 2010.

PROFESSIONAL ORGANISATIONS

- MCIM : 38424262 Professional Member of Chartered Institute of Marketing www.cim.co.uk
- ICO : ZA032155 Certified Member of Information Commissioners' Office www.ico.org.uk

SPECIALITIES

Communications strategy, digital communications and marketing strategy, project management, information architecture, brand development, marketing and PR for SME, commercial strategy, customer behavior, client relationship management, account management, data management.

PROFESSIONAL EXPERIENCE

- 2017 - on going** **Mentor for Chartered Institute of Marketing junior members [CIM](http://www.cim.co.uk)**
- 2010 - on going** **Founder & Director - [AMS Communications](http://www.amscommunications.com) London, UK**
Brand Development & Communications Design Consultancy
- 2010 - 2018** **Working on a consultancy basis through [AMS Communications](http://www.amscommunications.com)**
Communications and Marketing Manager - [PME Ltd](http://www.pme.co.uk), London, UK
Communications and Marketing Manager - [Home of Technologies Ltd](http://www.hometechnologies.com), London, UK
- Improving communications systems and strategies
 - Internal and external communications for both brands.
 - Brand development, strategy, including business plan & sales development
 - Implementing visual identity and promoting on-line (social media management)
 - Working on both digital and print processes (e-newsletters, content, copywriting)
 - Budget planning, negotiations and estimates management
- 2010 - to date** **NGC Retail Assistant, [National Gallery](http://www.nationalgallery.org.uk), London, UK; (*Part-time - weekends*)**
Including secondment contracts:
National Gallery Company - Digital Trading Assistant;
National Gallery - Information Services - Producing Operations Reports
- Sales and customer service; dealing with customer queries, refunds and complaints
 - Improving solutions for slow selling stock; merchandising products
 - Process exports and mail orders; Health and Safety trained
- 2007 - 2010** **Account Manager - [BRAND CREATE](http://www.brandcreate.com) - *freelance basis - in full time education 2007-09***
Pharmaceutical Marketing & Branding Agency, London, UK
- Managing agency accounts
 - Dealing with all aspects of an advertising campaign
 - Strategic planning BTL, ATL, events
 - Copywriting, external and internal PR and communications
 - Budget and estimates management
 - Liaising the client, production and the project teams
 - Design and print production process management
 - Maintaining and building relationships with existing clients

- 2004 - 2007** **Account Manager, FALKE Fashion Ltd UK, Selfridges Co.** London, UK
- Managing, promoting and maintaining FALKE account inside the department store
 - Achieving sales targets and reporting weekly/monthly sales figures to the Head Office
 - Carry out in-store brand and product staff trainings
 - Monitoring competitors' information and changes within the department,
 - Improving solutions for slow selling stock, Stock control and replenishment, Process exports and mail orders, Planning & managing in store promotions, Visual merchandising, displays, merchandising products,
 - Dealing with all necessary task requiring instant decision and planning and prioritizing workload on a weekly/monthly basis
 - Liaise with HO, VM and other stores to support & ensure Falke brand identity complies
- 2001 - 2004** **English Language Interpreter / owner - AS LINGUA,** Warsaw, Poland
- Interpreting & translating, producing press materials, on-line presence, publications for Government Department for Health and Disabilities, Arts and Culture, NGO's supporting disabilities, Women's Rights and more
 - Translating & Interpreting advertising projects for press campaigns and presentations
 - Writing lessons plans, teaching & training
- 2001 - 2003** **Account Manager - Andrzej Pągowski STUDIO P Advertising Agency,** Warsaw, Poland
- Managing main client's accounts, budgeting, client service, campaigns management
 - Planning marketing and advertising strategies, organizing events, copy writing
 - Liaising production and creative graphic design departments, Interpreting business meetings, running commercial production of TV/Radio & Press campaigns
 - Managing print production of various products: catalogues, calendars, leaflets etc.
 - Organizing press conferences events, business meetings and other
- 1998 - 2001** **Assistant of Manager - Dial Telecoms, International Call Centre,** London, UK
- Customer service; deliveries, orders, stock control, managing daily accounts, cash flow
 - Rota schedule planning and managing staff, responsible for the branch to meet standards
- 1995 - 1997** **Account Executive - Andrzej Pągowski STUDIO P Advertising Agency;** Warsaw, Poland
- 1993 - 1995** **Production Assistant - Krzysztof Jaroszynski GABI TV Production Studio;** Warsaw, Poland

EDUCATION

- 2007 - 2009** **Mass Communications, MA Post Graduate** - London Metropolitan University, UK
Mass Communications, Marketing, Advertising, New Technologies, Market Research, Media
- 2001 - 2004** **Applied Sociology BA,** Institute of Applied Social Sciences, University of Warsaw, Poland
Social Care, Sociology, Psychology, Management, Finances, Statistics, Market Research
- 1997 - 2000** **Burlington College of English** - Fulham, London, UK (*in full-time education*)
- 1995 - 1997** **Diploma in Advertising,** College of Publicity, Warsaw, Poland
Marketing and Design, Art History, Accounting, Business Management and more.

TRAINING & COURSES

- 2018 Chartered Institute of Marketing **Mentor** to the less experienced colleagues – on going
- 2017 AET - Award in Education and Training - **Kensington & Chelsea College,** London, UK
- 2003 HTML web programming, server operating - course - Warsaw, Poland
- 2001 Interpreting for Public Services - 6 months course - London, UK
- 2000 Brand New - Conference assisting exhibition **V&A Museum,** London, UK
- 2000 Art History & Visual Arts - 6 months course in **V&A Museum** - London, UK
- 1999 Power of Poster - Conference assisting exhibition - **V&A Museum,** London, UK

LANGUAGES: English; Polish; Russian - communicative;

INTERESTS & HOBBIES: Photography, Technology & Science, Art, Visual Arts, Travelling, Swimming, and Cooking