

# Adam Zbiejczuk

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Date of Birth: 21<sup>st</sup> February 1982

## Personal Profile

Freelance consultant specialized in social media consultancy. Worked on a wide range of real clients, with the experience both from in-house social media teams and a specialized agency. Great personal brand and contacts within social media professionals in CZ/SK. I worked in social media marketing team in H1.cz/Ataxo (leading SEO / PPC company in Central Europe), preparing strategies for corporate clients, product manager of Ataxo Social Insider (social media monitoring web-service). Previously I was in charge of on-line representation of mBank, during the launch and first two years of operations in CZ (from copy-writing and localization to bank forum moderation and development), creating a unique on-line community. During my studies I worked for a local creative agency and co-created new media festival Brno Zoom.

I see myself as an early adopter of new media, experienced team-leader, networker, great team player and creative customer oriented personality. I'm used to work under time pressure and adapt myself to new areas of work.

## Work Experience

**November 2009 – December 2011**

**Ataxo Group (Prague) – Social Media Specialist**

I was in charge of Social Media in the company, which operates mainly in CZ/SK/PL. I prepared social media strategies for corporate clients including Direct (RSA Group insurance company), Generali or Finance.cz. My biggest campaign was BTS project for Apple (I want Mac too), which took place in CZ and SK in summer 2010 (we also helped Apple partners to run the campaign in other 9 CEE countries). During 2010 we successfully launched Ataxo Social Insider, an advanced service allowing companies to track mentions about their brands around social media sites (both global and local). I also represented Ataxo in social media (running company Facebook and Twitter accounts), took part in various conferences and workshops (mainly with the theme Social Media marketing and monitoring for business).

I have participated in establishing Ataxo's reputation as nr. 1 technological company in the area of social media monitoring. Thanks to various presentations and events we are often approached by companies or agencies to give advice in that matter. I also represented the company within the industry circles. Due to the merge with H1.cz I formally changed my position and since 04/2011 I was employed by H1.cz (part of Ataxo Group).

**October 2007 – August 2009****mBank (BRE Bank S.A.) (Prague) – Webmarketing specialist / blogger**

I was solely responsible for the whole on-line representation of mBank.cz (Czech branch of a direct branch of BRE Bank, one of the biggest Polish banks) during its launch and first two years of operations. The bank has reached an overwhelming success, reaching 250.000 customers in 3<sup>rd</sup> quarter of 2009 – the plan was 164.000 by the end of 2010, and even better results were in number of deposits. Totally new on-line way of communication was one of the major reasons of the success.

I have been awarded for an exceptional passion during the launch phase (completing the website, starting discussion forum and blog while having to learn about banking from scratch – all in seven weeks). During two years I have gained experience not only within on-line marketing, but learned a lot about many subjects: product development and testing, customer care, localization, cross-border cooperation, project management etc.

- Moderation and development of the discussion forum on bank's website (almost 80k posts in first year)
- Copy-writing the whole bank website and running the blog
- Representation of the bank in other relevant on-line channels
- Based on clients' feedback I've tried to change things in products and processes all over the bank

**May 2007 - September 2007****Freelance (Brno) - Localization**

I was in charge of localization of a SEO web (SEOBook.com) and internet publishing tool SWSOFT SiteBuilder. Especially in case of SEOBook I tried not only translate the site, but also make it as accurate as possible for the specific situation on the Czech internet market.

**February 2007 – April 2007****Thomas Taylor (Brno) – Upgrade IT editor-in-chief**

A project based job - with my duty to move the office from Prague to Brno, create a new team of external writers and overcome difficult situation with the previous team members leaving without their consent.

**October 2004 – January 2007****Dryco (Brno) – Project Manager**

Responsible for creating websites, CD/DVD supplements for computer magazines, concerts and festivals. Also in charge of co-creating international new media festival Brno Zoom (2005 & 2006).

## Education

### **2010 – 2013 (expected): Charles University in Prague**

PhD studies - Information Science. Participating in various conferences, PhD thesis about Social CRM. Teaching course Social Media Marketing and Monitoring (in English).

### **2003 – 2007 Masaryk University in Brno - MA Media Studies**

MA thesis: Web 2.0 (the first longer text on the topic in Czech, <http://www.zbiejczuk.com/web20/>) The overall result of the state exam: Very good (B). Participated in IM6 (new media university magazine) and MediaLab.

### **2000 – 2003 Masaryk University in Brno - BA Media Studies**

BA thesis: Net Art (the first longer text on the topic in Czech, <http://msg.sk/text/netart>) The overall result of the state exam: Excellent (A). Participated in NSIR (NATO summit independent report) and MediaLab.

## Skills

- Great experience in Internet usage (online since 1997), data-mining, managing on-line projects (forums, blogs – own blog since 2002), early adopter of new technologies and services (one of first CZ users on Facebook, Twitter, del.icio.us, last.fm and more). Working with both PC and Mac.
- Excellent communication skills. Often becoming a moderator in between various teams (both within and outside the company).
- Broad experience in copy-writing and editorial work (publishing in various on-line and print magazines especially about new media topics, running my own weblog(s) and websites both in Czech and English for more than 10 years).
- Creating websites since 1997, HTML, CSS, various CMSs, very basic knowledge of PHP, basics with graphical editing,
- Very open towards learning new skills and discovering new fields of interest – both at work and in personal life.
- Person of trust among internet professionals, contacts with respected influencers.

## **Languages**

English – Fluent (spoken and written)

Czech – Native

Polish – Fluent (spoken) / Advanced (written)

German – Basic

Slovak – I understand everything, but I don't speak / write Slovak.

## **Hobbies & Interests**

I'm a very sociable person, with a passion for both on-line and off-line travelling. Keen to discover new music, learn about new places and their history, interested in both local and world politics. Sci-fi reader, sitcom fan and an avid user of hospitality networks.