

# Ryszard Podkowa

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## Profile

My professional experience includes a variety of activities in the field of international marketing. The most valuable assets I brought to the companies I worked for were linguistic creativity and analytical skills in processing of marketing information. I succeeded in the introduction and development of several groups of products on Polish market, which contributed to the considerable growth of the companies' sales and profits. I have been valued for my dedication and determination to pursue defined aims. In order to expand my professional marketing background I completed studies for specialist English translators. At present I am looking forward to further professional development in order to make use of the combination of my marketing, linguistic and translation skills.

## Professional skills and abilities

### Management of various marketing projects

- ◆ Cooperating with advertising agencies (press adverts, creating new brands and preparing the content of internet sites)
- ◆ Organising meetings for business partners and employees
- ◆ Exploring Chinese stationery articles' market and starting cooperation with the leading Far East manufacturer

### Copywriting and writing articles

- ◆ Preparing texts for catalogues, folders, presentations and web sites
- ◆ Creating advertising slogans
- ◆ Writing articles for trade magazines

### Ordinary and specialist translations

- ◆ Day-to-day business correspondence with foreign partners
- ◆ Translation of user's manuals and abstracts of medical articles
- ◆ Preparation of annual reports for foreign contractors

## Professional experience

02.2003 – 07.2010      AKME Sp. z o.o. - the position of *product manager*

### Key achievements

- ◆ I contributed to repeated growth of sales of key products' range
- ◆ I introduced and marketed new, innovative group of products for blood autotransfusion

- ◆ I prepared and delivered a company presentation during international distributors' meeting in Cologne

12.1996 – 01.2003      AMEX Stationery Sp. z o.o. in the positions:

01.1999 – 01.2003      *Marketing Manager*

06.1997 – 12.1998      *Marketing Specialist*

12.1996 – 05.1997      *Sales Representative*

### **Key achievements**

- ◆ I contributed to creating good image of the company through organised and implemented marketing activities
- ◆ I strongly influenced the company's performance participating in the establishment of cooperation with a leading Chinese manufacturer and creating a new brand of stationery articles sold mainly in supermarkets.

### **Education**

10.2012 – 06.2013      Higher School of Linguistics in Warsaw  
Specialist English Translations (Postgraduate studies)

10.1990 – 06.1995      Cracow University of Economics  
Management and Marketing (MA studies)

### **Trainings**

2013      Ms Office in practice (University of Warsaw)  
2013      English in contemporary world – politics, society and culture (University of Warsaw)  
2012      Language in media. Workshops of correct Polish and efficient communication (University of Warsaw);  
2008      Team cooperation (Stalwart Manacus);  
2006      Creativity and decision making (Homo Creatore);

### **Additional qualifications**

- ◆ Certificate in Advanced English (CAE), 09.1998
- ◆ German, French and Russian - basic
- ◆ Computer literacy (MS Office, Wordfast)
- ◆ Driving license cat. B, since 03.1994

### **Personal interests**

cycling, hiking, philosophy, medieval history of Poland

"I hereby declare that all the facts and information provided for this cover letter and CV are true. I allow my personal data stated in the abovementioned applications to be processed for the purpose of recruitment, in accordance with the Personal Data Protection Act dated 29/08/1997 (Dz.U.No.133, item 883)".