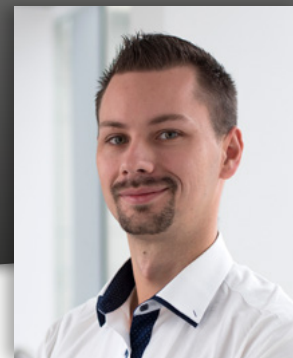


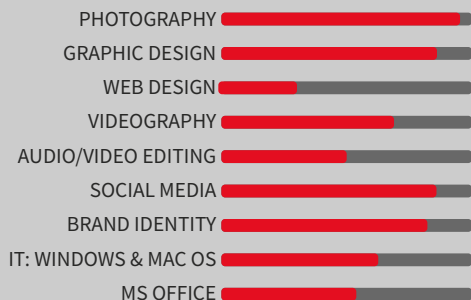
JAKUB SEREK

Corporate Communications
Digital Marketing

✉ jakubserek@me.com
🌐 jakubserek.visualview.pl
☎ +48 603 919 415



SKILLS:



PORTFOLIO:



(click here)

STATS AREN'T EVERYTHING...

Why not explore my digital portfolio to learn a little more about just some of the projects where I have been able to meet stakeholder objectives and drive value. Starting with my own personal website - designed to showcase my own photographic, videography, graphical communications, DTP and more...

EDUCATION:

BE - Computer science engineer,
specialisation: Graphic design

2006 - 10 • College of Computer Science
in Lodz: Computer science,
with graphics specialisation

2003 - 06 • XXIII High School in Lodz

PREVIOUS EXPERIENCE:

2020 - now • **FLINT GROUP**
Printing solutions
Corporate Communications
Manager

2015 - 2019 • **FLINT GROUP**
Printing solutions
Corporate Communications
Officer

2011-15 • **GRAFFMARK**
B2B solutions, Loyalty
programs
Project Manager, Graphic
designer, IT, Information
Security Administrator

01-07.2011 • **ASTONA**
Real Estate Agency
Graphic Designer, IT

2008 - 16 • **VISUALVIEW**
Photographic Studio
Co-owner, Photographer,
Graphic Designer.

PROFESSIONAL SUMMARY:

- » In excess of six year's experience managing and leading Corporate Communication functions - refining and developing communication plans and strategies in addition to the managing of group-wide re-branding efforts. Corporate Communications Officer with 5 years experience. Administration of all Corporate internal and external digital platforms. Social media team leader, managing all divisional marketing and HR personnel in relation to social media activities. Working closely with the Executive Management Team to provide top-down communication. Member of additional internal communication project groups: Polish "Envision" - formed to deliver employer branding and Corporate brand and reputation, B2Gether newsletter - 40-page quarterly internal newsletter for employees;
- » 11 years of experience in Graphic Design and Photography, 6 years of filming production. Expert in Adobe CC package: Photoshop, Illustrator, InDesign, Premiere, After Effects and Audition;
- » Personal Strengths: Comprehensively graphic design expertise, photo/video recording and processing, web design, DTP, branding areas. Using all of these skills I can significantly affect and improve the Company's image by providing original, tailor-made content. Adaptable, creative, consistent with strong attention to detail. Experienced in working to deadlines, solid commercial awareness and ability to cope in high-pressure environments. Very loyal and dedicated to people and work.

ACHIEVEMENTS:

- » "Best employee of the quarter" - Local award granted to best employee among the organisations' Polish employees (~300 employees at that time);
- » Official thanks and award from Flint Group CEO - Antoine Fady, for general attitude and achievements;
- » Planning and implementation of group re-brand including creation of improved corporate logo and brand usage guidelines;
- » Sustainability Report 2020 - Oversee content creation and management planning. Responsibility for designing a 74 page report supported by internal/ external promotional campaign via group digital platforms;
- » Significant impact on Corporate image through the provision of a personalized image directory including graphics, photos and videos presenting authentic employees to replace generic stock graphics. This now accounts for over 90% of current media on flintgrp.com, printed

LANGUAGES:

English C1 ■■■■■■

German A1 ■■■■■■

ABOUT ME:

“ I like to think of myself as a talented person knowledgeable across the field in which I operate. On one hand, I envy the true specialists in on one particular topic in which they are masters. But on the other hand, I know how useful it has proven to be capable in a multitude of skills on a daily basis. This is why I felt comfortable in the Communication and Digital marketing role, where finally I can fully use my skills to the advantage of all.

I'm a Team player! very honest and loyal, I like the sense of belonging to a team. This is why I'm often enthusiastic to join project groups or to set up new ones? If I feel welcomed in a close environment I repay with good humour, implementing and integrating into group activities, which I have been happy to organise. In Flint Group I organised weekly football and kayak journeys during the summer.

I never shun courses or training. I am very eager to learn new things and to improve my current abilities. Therefore, it is important for me to have the opportunity to constantly evolve and improve myself.

I am also happy to look for long-term projects, which absorb more and deliver greater satisfaction at the end of the day.

Composed by my very nature and thorough I am often driven to deliver perfection consistently and persistently striving to provide the best job I can!

"Perseverance is failing 19 times and succeeding the 20th." - Julie Andrews.

PERSONAL:

Full name: Jakub Serek
Day of Birth: 26.10.1987
Nationality: Poland
City: The outskirts of Lodz city
Food: Pizza
Drink: Hoegarden (Belgian beer)
Pantone: Pantone 15-5519 Turquoise

HOBBY & INTERESTS



brochures, advertisements and social media outlets to present the company in a new, better light;

- » Creation and implementation of new video-sharing platform “Flint TV” that brought a new, attractive way of introducing internal communication within the organisation. This WordPress powered platform played a significant role during the global shutdown due to COVID pandemic, turning impersonal PDFs into engaging video news from around the group. Flint TV came with simple instructions on how to record self-made video content and send it to the Comms department for final editing and publishing by myself. The platform quickly gained recognition and traction with a large number of positive comments from employees;
- » Responsible for driving Flint Group’s social media activities, I have led a team of Marketing and HR representatives to deliver +35,000 new followers. In introducing and measuring social media content - I have introduced a new mechanism of submitting and scheduling posts where all content is counted, measured and referenced on quarterly calls chaired by myself;
- » Initiation and building the pilot version of a new employee engagement platform, based on a 3rd party system. This platform that would revolutionise the way employees communicates within the Organisation - reducing traditional email announcements and Intranet pages to provide improve engagement and conversation. Easy to read messages accessible from any place and device. This platform significantly improved internal communication, onboarding processes and encouraged employees to share and discuss news about the organization on their private social media accounts.

CURRENT ROLE:

Corporate Communications Manager - Flint Group

Dedicated to bringing the products and colours you use everyday to life... Flint Group are the leading global manufacturer of printing ink, machinery and supplies to the graphic arts industry. Owned by Goldman Sachs & Koch Industries. Turnover of 2.2. billion Euro. +120 sites & 8000 employees globally.

ROLE & RESPONSIBILITIES:

- » Optimising communication capabilities and mechanisms to support the delivery of all Group objectives;
- » Design of printed materials and online campaigns to promote organisational culture, policies, Corporate updates and employee initiatives;
- » Managing social media, responsible for the strategy, content and performance;
- » Delivery of image and video content to provide a new, attractive way of external and internal communication (including top-down video announcements recorded with Executive Management Team);
- » Heavily involved in Group’s digital presence on the intranet, website and social media channels including delivering landing pages for new organisational initiatives (Ideas - Platform for employees to submit their ideas and problems, Leading change - portal supporting Corporate transformation process including key documents library);
- » Websites and web services maintenance, improvements and integrations (CMS: Wordpress, Weblication, Umbraco. Tools: Freshmail, Hootsuite, soTrender, Cornerstone);
- » Development and strengthening of Flint Group “Brand” in order to protect and enhance corporate reputation through the delivery of high-quality content;
- » Supporting, and promoting Leadership conferences. Including building portals with key information and creation of photos and video reports on the run.



MATTHEW JOHNSTON

MCKINSEY

Partner at McKinsey Transformation
- Leader of UK practice

COLIN STOKES

FLINT GROUP

Global Director - Corporate
Communications & Sustainability

ctjstokes@me.com

CERTIFICATIONS:

- » Adobe Illustrator (40 hours) - IT Media;
- » SERP Optimisation - Biznes Zone;
- » Facebook Pro - Social Media Now;
- » Certificate "project management" - Smart Education;
- » Certificate Erasmus IP "An Intensive Course of Managerial Competencies" in Vilnius;
- » Certificate "Intermediate MS Excel course" - Comarch
- » Corel Certificate of Completion "Practical CorelDraw" - eDoradca;
- » Completion of photographic workshops in photography studio;
- » Certificate in understanding and knowledge of risk, protection of files and backup procedures - chronpliki.pl.

PERSONAL RECOMMENDATIONS:

“ I worked with Jakub over a 15 month period and was highly impressed by his attitude, work ethic and the output that he first hand created. A very likeable guy, Jakub works hard and is committed to achieving a distinctive outcome. He is confident with senior colleagues including working directly with the CEO and other executives.

Jakub designed, planned and implemented a series of company wide communications over the course of a major transformation. This included regular CEO/CFO/CTO video interviews and a series of group wide and BU level newsletters and announcements. Whilst he focused on delivering the key messages, he was also able to grab the audience with varied formats, interactive elements and eye grabbing graphics.

We wouldn't have achieved what we did without Jakub!

“ Universally liked and appreciated by all of his colleagues, Jakub has grown to become an integral part of the corporate communications team at Flint Group and someone who has been instrumental in raising the profile of the organisation since joining the company.

Jakub's real strength is in his media management and content creation. He possesses an unrivalled knowledge of photography and AV production and it this unique "toolbag" and ability to deliver compelling, engaging messaging across the full array of social media and digital platforms that sets him apart from anyone else that I worked with...

In his time with Flint Group - Jakub has been able to develop and take on more responsibility recently moving to oversee the management and growing influence of social media platforms to the business - liaising with the companies divisional marcomm teams to create valuable and informative messaging. Innovative in his approach and tenacious in determination, Jakub has been able to keep abreast of global trends to increase audience more than five-fold and raising the bar both in interest and engagement.

Jakub is not only a talented graphic designer and marketer... He is also adept at providing strategic input with a focus on understanding what each projects USP and audience are to ensure his output is aligned to the organisational goals...

He also has a remarkable ability to get things done, quietly, diplomatically, without fuss, making it look effortless.

He is as reliable as he is talented with a tremendous work ethic. Organised, responsive and optimistic he is able to work adeptly across cultures, functions and hierarchies. Jakub has been an invaluable colleague to me personally and I would have no issue whatsoever in recommending him to any organisation.

CONTACT



+48 603 919 415



jakubserek@me.com



ul. Piotrkowska 73
95-040 Żakowice
Poland



jakubserek.visualview.pl



Jakyb Serek
<https://www.linkedin.com/in/kubaserek/>