

Paul Szymański

paul.c.szymanski@gmail.com - (424) 343-3607

PROFESSIONAL SUMMARY

Internationally-minded professional, working in Europe and North America. Extensive experience as a trusted advisor to several Fortune 500 CMOs and Executives. Passionate about building global brands. Driven, dedicated, and highly detail oriented.

EXPERIENCE

AKQA, remote/Miami
Client Partner

December 2021 – current

- Managing the Verizon Account comprising a team of 75 people, and 45 yearly projects
- Creating a brand strategy and brand positioning for a \$73B portfolio of brands, including market leading telco providers
- Spearheading the future vision for Verizon's Visa Card, and Loyalty Programs

R/GA, remote/Los Angeles
Group Director

June 2018 – November 2021

- Managed a \$15M portfolio of global brands – Ally Bank, PepsiCo, Walmart, Frito-Lay, Hot Wheels, Facebook
- Led Ally Bank's 2021 digital and social strategy, national brand campaigns, and a new brand strategy
- Spearheaded the US go-to-market of 3 PepsiCo brands - product launches, full rebrands, social media campaigns, TV, experiential
- Managed Hot Wheels' global product launch campaign from idea to execution (Hot Wheels id)

POP, Seattle
Senior Director

March 2017 – February 2018

- Built and led the Luxury Client Portfolio – BMW, Home Depot, TCS World Travel, Brooks, Blue Origin (Jeff Bezos' Space Exploration Company)
- Led TCS's 5-year digital transformation – rebranding, global strategy, website build, e-commerce, virtual/augmented reality, community growth
- Managed BMW's website build, app development, brand positioning, market growth strategies, and product launches
- Drove Home Depot's innovation through virtual, mixed, and augmented reality initiatives for new store launches and events
- Spearheaded Jeff Bezos' Blue Origin brand refresh across web properties, social media, e-commerce, and virtual reality

PRISM Team, Los Angeles.
Director, Digital Marketing

May 2016 – February 2017

- Set up and co-managed the Santa Monica office (with a focus on global digital AORs for luxury brands)
- Built a network of agency relationships with California based WPP agencies, and established partnerships to generate new group revenue
- Led US new business pitches as Digital Director, as well as managed the UK digital team out of London, England
- Managed day to day business on Aston Martin Global, Infinity US, Ford, Alcantara Global
- Spearheaded digital strategy on Ford Americas (collaborating across PRISM Europe and US offices, and WPP's GTB Detroit Agency)

POSSIBLE, London/Los Angeles
Account Supervisor

March 2013 – April 2016

- Managed Madison Square Garden, PCF (cancer foundation), Canon, NetJets, Smith & Nephew, Roche
- Oversaw PCF's creation of new brand, new brand strategy, website design and build, broadcast projects, TV ads, and social media
- Led the creation of Canon Europe's first iPad app, and Smith & Nephew's first e-learning platform (online education portal for surgeons)
- Managed the design and build of NetJets High Net Worth Individual App and the NetJets Concierge App
- Led Roche's digital transformation strategy and execution for Europe

NWP Creative, London
Account Manager

February 2012 – March 2013

Meltwater Group, London
Account Manager

August 2010 – January 2012

RH Consultants (through SIFE), London
Account Executive

May 2008 – May 2010

EDUCATION

University of London, Royal Holloway School of Management
MSc International Management (MBA Accredited, magna cum laude)
BSc Management with International Business, magna cum laude

May 2010
May 2009

ACHIEVEMENTS

- Harvard's Negotiation Mastery Program
- Harvard's Negotiation Course (part of WPP's Executive High Individual Potential Program)
- Business Law Certificate – Oxford Institute of International Law, Executive Education
- Won the Ernst and Young Pitching Competition at Royal Holloway, University of London
- Swim Team GB Olympic Prospect (Beijing Olympics)
- University of London STARS (Student Talented Athlete Recognition Scheme), Full Scholarship recipient
- President of Toastmasters International Youth Leadership Club at SHAPE (Supreme Headquarters of Allied Powers in Europe)