



Patrycja Sudzinska

Goal-oriented International Fashion & Branding graduate with a passion for marketing and people.

Currently working as a data and quality manager and a freelance consultant. Striving to be a successful manager and valuable team player.

Personal Details

📍 Nobelstraat 19-A11,
2011 TX Haarlem,
Netherlands

📞 +31 6 42 77 48 19

✉ patrycja.sudzi@gmail.com

DOB: 27/07/1998

Website:
patryciasudzinska.weebly.com

Languages

English (As native)
Polish (Mother tongue)
French (Advanced)

Skills

Marketing
Management
Writing
Storytelling
E-commerce
Public Speaking
Time management
Fast learner
Critical Thinker
Adaptable
Team Player

Programs

Creative Cloud
Microsoft Office
Google Analytics
Shopify
Keynote

Certificates

Cambridge English
Proficiency C1+
Driving License B
First Aid

Work Experience

Data and Quality Manager
Jul 2022- Present

Marketing Consultant
Feb 2022- Present

Concept & strategy
Graduation Project
Feb 2021- Sep 2021

Concept & strategy
Project
Nov 2020- Feb 2021

Marketing & PR Intern
Feb 2020- Aug 2020

Boomerang Part of Publicis Groupe

Managing & analysing data, database planning, design and implementation. Localisation and quality control for different markets per campaign. I have led campaigns such as Heineken WYDND 2022, Dry Jan 2023 and H150 from the Data & Quality side.

Independent

Advising clients on short term and long-term goals. Planning and overseeing the brand identity and business strategy. Pitching creative solutions and strategies for growth.

Byredo

Independently led and executed a project for Byredo. Developed marketing and communication strategy. Based on relevant research and data, created a concept and line extension, 'Byredo Reconnect'.

Filling Pieces

Conducted research to uncover important trends in the zeitgeist. Analyzed & concluded data. Created, executed and successfully pitched a concept to Filling Pieces' founder, Guillaume Philibert, in person.

The Collection One

Developed and coordinated marketing strategy elements. Analyzed sales data and social engagement. Planned and created content for social media. Developed campaigns. Provided research and copywriting for internal/corporate publications. Handled brand communication; press releases, newsletters, articles, blogs and enquiries from public.

Education

Amsterdam Fashion Institute, Netherlands
(Graduated: 2021)

Queensland University of Technology, Australia
(July-December 2019)

International School of Geneva, Switzerland
(Graduated: 2017)

International Fashion Branding

Modules: Branding, Strategy, Business, Concept Building, Trend Watching +

Exchange Programme

Specialization: Marketing, Fashion Journalism and Photography

International Baccalaureate

Higher Level English & Literature, French, Arts, Mathematics, Geography, Biology