

JAKUB KUFEL

201 Maple Ave Apt. E10C Ithaca, NY 14850
917-539-2769 | jk2647@cornell.edu

Education	JOHNSON AT CORNELL UNIVERSITY	Ithaca, NY
	Master of Business Administration: Strategic Marketing and Marketing Analytics, May 2016 Marketing Association; General Management Association; High-Tech Club	
	COLLEGIUM CIVITAS	Warsaw, Poland
	Master of Political Science: Leadership and Media Communication, June 2011	
	NICOLAUS COPERNICUS UNIVERSITY	Torun, Poland
	Bachelor of Political Science: Political Marketing and Media Communication, June 2009	
Experience	ZOMATO	Philadelphia, PA
	<i>Content Associate MBA Intern</i> <i>Global restaurant discovery website and app that acquired Urbanspoon in January 2015</i> <ul style="list-style-type: none">• Conducted business development outreach to over 200 restaurateurs; educated, informed, and advised potential clients on products offered by the company• Collected relevant and accurate information on specifications of over 500 restaurants in Philadelphia and neighboring counties; monitored for any changes in the data• Aided the Vice President of North America Operations with launching Philadelphia office• Analyzed the NYC restaurant market and prioritized over 400 sales leads from 20,000 possible	
	2015	
	MICROSOFT	Ithaca, NY
	<i>Marketing Strategy MBA Consultant</i> <ul style="list-style-type: none">• Conducted primary and secondary market research on self-service in cloud-based software• Delivered market segmentation and growth strategy report to senior management team• Supported company operations team in uncovering consumer insights	
	2008-2014	
	GRUPA WIRTUALNA POLSKA	Warsaw, Poland
	<i>Senior Digital Content Curator</i> <i>Tech company known for its web portal, search engine, and email services</i> <ul style="list-style-type: none">• Composed, edited and proof-read over 240 articles on politics and entertainment monthly• Oversaw the creation of video content website Pudelek.tv and implemented business strategies which increased the number of real users visiting the website, by 116% (0.6mm to 1.3mm)• Orchestrated implementation of the new Content Management System for Pudelek.pl, which improved and accelerated the work of the editorial office and increased the number of real users by 21%, (1.9mm to 2.3mm), and number of hits by 26% (186mm to 235mm)• Generated a 62mm spike in mobile views monthly by co-designing iOS and Android apps• Assisted marketing firms on effectively positioning ad campaigns on the magazine's front page• Provided data and due diligence to a private equity company in mergers and acquisitions environment during the \$120mm acquisition of Wirtualna Polska by Grupa o2	
	2012-2013	
	MAURENT PR	Warsaw, Poland
	<i>Independent Consultant</i> <i>Boutique public relations and consulting company</i> <ul style="list-style-type: none">• Analyzed and processed financial statements of the biggest Polish chemical plant company, and designed graphic materials for senior management for investor relations• Organized press conferences, acted as a liaison between the company and journalists, and created post-conference materials for future distribution	
Skills	• MS Office, Adobe Creative Suite, CMS, SPSS, Qualtrics, and HTML	
	• Travelled to 18 countries (four continents), lived in Poland, Ireland, Spain, and the US	