

# Grzegorz Gofryk



## Contact

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## Skills

- Preparing and conducting presentations
- Trade negotiations
- Building relationships
- Loyalty programs
- Organizing events
- Producing catalogues
- Computer Advanced
- MS Office Advanced
- Graphics software (Photoshop and CorelDraw)
- Video editing (Corel Video Studio)
- DTP (InDesign) and GIS (MapInfo Professional)
- HTML knowledge
- Designing websites
- Social Media

## Languages

- English B2
- Russian A1

## Education

1993 – 1998  
**Lublin University of Technology**  
Department of Building and Sanitary Engineering  
Faculty: Construction and engineering

1988 - 1993  
**Building School in Stalowa Wola**  
Building Technical High School

I have 20 years of experience in various trading companies of different sectors, including 14 years of experience in product marketing. I specialize in supporting sales and building lasting relationships with contractors. I analyze and optimize processes and I keep the highest quality of work. I am a responsible and a loyal employee. I want to develop my core skills and broaden my knowledge of sales support, image building and brand awareness.

## Professional experience

1. **Stanley Black & Decker** – is the largest tool manufacturer in the world (Fortune 500) and owner of tool brands: Stanley, Fatmax, Black+Decker, DeWalt, Facom, Expert, Bostitch, Irwin, Porter-Cable, Usag, Mac Tools, Pastorino, Lenox, Craftsman, Lista, Vidmar, Proto.

2015.04 – 2017.12      **CEE Marketing Communication Manager**  
2007.11 – 2015.03      **Trade Marketing Specialist STANLEY**

- Coordinating marketing projects that support sales and brand awareness (Stanley, Fatmax, Black+Decker, Dewalt, Facom, Expert), and building Stanley Black & Decker's image in several Central and Eastern European countries.
- Managing distributed teams and coordinating the preparation of product catalogs on average in 10 languages. Collaboration with DTP, translation and multimedia agencies (Poland, Belgium, UK, Czech Republic). Coordination of design work and preparation of advertising brochures, promotional leaflets, POS elements for the Polish market and their adaptation to CE markets. Totally, over 100 catalogues and more than 50 different promo brochures.
- Coordinating works related to the production of visual advertising and product displays: shop toolbars, tops and illuminated items, posters, banners, billboards, 3D totems, shop windows one-way-vision foils, movies and animation on LED screens, and individual projects. More than 200 different OWV shop windows, 50 different billboards, mobile ads on cars and buses.
- Collaborating and managing the STANLEY Authorized Shop Loyalty Program for over 250 B2B customers. Coordinating reward purchasing and distribution, transfer protocols, settlements with distributors, tax statements, etc. Coordinating over 50 seasonal and product promotions for distributors and final customers.
- Events, product presentations and trainings – Total coordination of large events such as the assembling of a dozen exhibitions or fair booths, 2 editions of Truck Road Show, more than 100 Open Day events at distributors and customers, city picnics and sporting events such as Men's Day, Polish Firefighter Combat Challenge & Toughest Firefighter Alive POLAND, Polish Motorcycle Racing Championship, Ełk Motor Show, Poland Drift Championship.
- Professional support of the employer branding team in terms of utilizing marketing potential in internal activities and organizing the assembling of booth at recruitment fairs.
- Controlling the implementation of any project in accordance with the guidelines of the brand identity system dedicated to each brand.
- Coordinating updating existing websites in the CE region and taking over national domains for Eastern European countries in order to launch new local language versions (ex. www.stanleyworks.pl, www.blackanddecker.pl, www.dewalt.pl, www.facom.pl).
- Managing the support of Polish social media profiles (Facebook and YouTube) by external agencies and moderators and creating newsletters.
- Cooperating with the European headquarters in the UK and coordinating communications between dedicated trade marketing specialists and sales representatives in CE markets.
- Local support for central sponsoring projects, among others MotoGP, FC Barcelona, Extreme Sports, NASCAR Joe Gibbs Racing.
- Coordinating cooperation between local specialists and advertising agencies.
- Cooperating with: PR agency, publishing houses, journalists, bloggers, vloggers, media agencies and digital marketing agencies, freelancers, trendsetters, photographers, interactive and event agencies.

**Key achievements:**

- The best catalogue of STANLEY Hand Tools 2008 among European versions, awarded by the Europe Head of Sales and the decision that the Polish version of the catalogue will be adapted and translated into other Central European languages.
- Developing my own automatic translation method for all printing materials. Coordinating composition and printing of 9 language versions of the 2009 catalogue.
- Upgrading the previous solution allowing to work online simultaneously on 10 language versions of the 2010 catalogues (English, Polish, Czech, Slovak, Romanian, Hungarian, Bulgarian, Lithuanian, Estonian and Latvian). Preparation time with printing - 6 months.
- Expansion of the DEWALT and FATMAX product catalogues to the Baltic and Balkan markets.
- Launching Facebook profiles for STANLEY, DEWALT and BLACK+DECKER brands, which resulted in becoming the market leader of the sector for each of the brands.
- Development of new booth concept and implementation of its own, mobile, modular and lightweight exhibition system. This allowed a significant cost reduction of organizing the exhibition. The same budget allowed for organizing 3-4 events instead of one.
- Implementing outsourcing services and coordinating relocation of marketing warehouse to the external logistics company. Reduction of monthly costs by 60% and almost total elimination of the company's own processes related to marketing support.
- Taking control over loyalty program and getting rid of external subcontractors and Internet providers. Domain migration and coordinating of the creation a new web application with reward module, participant log-in section, point scoring and bonus algorithms. Total cost reduction and generate impressive income in the marketing budget.
- Creating a new online Dealer Locator implemented with the loyalty program database.
- Stanley Club Program - organizing and coordinating the program in 2 consecutive years; a group of 40 customers and employees and 4 sail-yachts on 2-week cruise on the Adriatic sea.
- Refreshing the image of product toolbars by introducing new own solutions, developing new displays for the authorized shops program. Introducing LCD screens and creation of more than 50 product animations.
- Concept, design and realization of mobile exhibition prepared for demonstrations and field presentations. Very effective way to install product display quickly with minimal effort from the presenter.
- New Polish advertising slogan STANLEY. *Doskonałość w Działaniu* (EN org. Excellence in Action).

2. **Profix sp. z o.o., Warszawa** – One of the leaders of tools and power tools in the Polish market. Brand owners PROLINE, TRYTON, LAHTI PRO, VULCAN. Previously the logistic platform and now the largest Polish distributor of Stanley.

2004.01 – 2007.10 Position: **Analytics and Marketing in Sales Department / Webmaster**

- Preparing summaries and analyzes for the commercial director.
- Settlement of commissions and coordination of communication between the headquarters and 40 local agents and leaders; settlement of: contracts, business trips and budget control.
- Car fleet maintenance, route clearance and car damage compensation.
- Designing and coordinating the preparation of print publications, brochures, promo leaflets - cooperation with the DTP studio.
- Coordinating the production of company gadgets - cooperation with advertising agencies.
- Visualizing sales support activities, preparing presentations and organizing meetings for clients, employees and sales representatives.
- Updating company website.

**Key achievements:**

- Developing the concept of loyalty program VOYAGER and coordinating 3 full year-long editions. Organizing reward trips: Tunisia, Thailand and Cuba. Coordinating the creation of an internet web application with login module of participants, point scoring algorithms and participant VISA cards; Promotion Regulations.
- Changing the concept of Open Days. Organizing the first big event outside the company. Coordinating 300 guests/customers accommodation, catering, vendor booths, technical support for multimedia presentations.
- Creating the idea of toolbars and visual image for patron shops PROLINE.
- 3 editions of product catalogues - 2003, 2005 and 2007 (PL, EN, RU languages).
- Adapting osCommerce online store engine for PROLINE website.
- Creating a photo database of 5.000 products and photo sessions with models.

2002.05 – 2003.12 Position: **Sales Representative in Purchasing Department**

- Analyzing stock status and demand planning; coordinating deliveries and cooperating with 80 domestic suppliers. Purchase conditions negotiation and implementation of new products to the offer.
- Preparing product cards specifications and certificates of origin for the export department.

**Key achievements:**

- Developing a new layout and prepress coordination of catalogue for own and foreign brands for 2003.
- Inventing PROLINE slogan used till now. *Narzędzia z Charakterem*.

- 3. Aluglass Group S.A., Warszawa** – The company dealing with the assembly of facades and aluminum-glass, as well as the full range of general construction works with special emphasis on high-quality finishing works.

2001.08 – 2001.11 **Contract Specialist / Assistant to the Deputy Technical Director for Construction**

- Preparing offers for tenders, working with subcontractors, maintaining correspondence, analyzing and evaluating offers.
- Preparing reports in accordance with ISO procedures, performing analyzes and schedules for the Technical Director.
- Valuation of pre-investment general construction offers.

- 4. SNAKES s.c., Nowy Sącz** – Deceuninck window and door manufacturer and Spectral aluminum products.

2000.07 – 2001.07 **Sales Representative/Designer**

- Comprehensive customer service: Order processing, PVC and Aluminum door/window design, Valuation and cost estimation of construction works, preparing tenders, releasing orders for production, coordinating supplies, invoicing.
- Cooperating with key customers in the region. Lublin province.

- 5. "Metalplast-Bielsko" earlier INTERBELL S.A., Lublin** - Manufacturer, distributor and owner of the Spectral aluminum window and door profiles and F50 facade aluminum profiles. Manufacturer of PVC and aluminum windows and doors. Then incorporated into **Grupa Kęty S.A.**

2000.03 – 2000.06 **Logistics Specialist and Strategic Supply**

- Analyzing and planning demand, creating supplier database in the MikroBit system from scratch, coordinating the supply of goods, preparing import clearance documents, cooperating with key suppliers in Poland and abroad.

1999.06 – 2000.02 **IT Specialist**

- Supervising the correct operation of computer hardware and peripherals; modernizing the existing and launching a new computer network, identifying requirements and purchasing new IT equipment.
- Acting as demand planner and imports specialist.
- Creating a website presenting the advantages of the Spectral aluminum profile system.

1999.05 – 1999.06 **Export Specialist, Demand planner**

- Cooperating with key consumers of the former WNP (CIS - Commonwealth of Independent States) and Hungary, order processing, Preparing export offers and specifications, cooperating with the agency and customs office, preparing import and export documents, coordinating the supply goods and cooperating with strategic suppliers.

1999.04 – 1999.05 **Representative for valuation and sales of profiles**

- Customer service, Order processing, coordinating process: the production line-varnishing-shipping, designing and calculating windows and doors made from PCV and aluminum.

- 6. P.W. Damar – Komputery, Lublin** – Naprawa systemów komputerowych, Sprzedaż zestaw komputerowych i kas fiskalnych.

1998.04 – 1999.03 **Sales Representative in Computer Showrom / IT service team leader**

- Assembling computers, warranty and post-warranty service, 24-hour computer emergency service for key customers, configurations; installing and modernizing equipment; POSNET TAX and cash registers service; Implementing IT systems for sales, accounting and warehousing; order processing, customer service, preparing offers for tenders.

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## Other Training and Education

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- Communication and body language training (Metalplast-Bielsko S.A. – 2000)
- Improvement of Sales Techniques – training (Profix sp. z o.o. – 2003)
- MapInfo Professional – Spatial analyzes, geomarketing, geographic databases – training (Imagis S.A. – 2004)
- Improvement of Sales Techniques – training (Profix sp. z o.o. – 2005)
- Modern Technologies in Business Communications – conference (ZETO S.A. – 2005)
- Statistica Training – Sales Visualization (StatSoft Poland – 2005)
- Safe driving training (Akademia Bezpiecznej Jazdy – 2006)
- Managing small enterprise and motivating – training (Profix sp. z o.o. – 2007)
- Internet Marketing Forum – Online Marketing Innovations & Consumer Trends (Centrum Promocji Informatyki Sp. z o.o. – 2011)
- Adobe Flash Training – (Centrum Edukacyjne Żelazna 2012)
- Communication Training – (Stanley Black & Decker 2013)
- Presentation Training – (Stanley Black & Decker 2014)
- E-marketing seminar for managers ERA E-MARKETERA (BrainJuice Group 2015)
- Microsoft Excel – advanced level – (Stanley Black & Decker – 2015)
- Leading People Successfully course – (Stanley Black & Decker 2015)
- Contextual and targeted advertising vs content advertising – (Google Poland sp. Z o.o. – 2015)
- Google Analytics & Google AdWords – (Sunrise System sp. z o.o. sp.k. – 2016)
- Eisenhower Matrix – Prioritization and Time Management – (Stanley Black & Decker – 2017)

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## Interests

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Sailing, Modern Multimedia Technologies, Computer Graphics, Video Editing.