

PAULINA. HACZYKOWSKA- ROŚŁONEK

Brand, Marketing Communication & Event Manager

AI-native marketing · B2B services · SaaS / fintech · premium brands

Brand and marketing communication leader, 11+ years across PR, real estate, e-commerce and B2B fintech. I build the brand of OSCBR - Poland's largest accounting-office network (~3,600 firms, CashDirector × mBank) - and put it on stage: national conferences, galas, forums and workshop tours I organise, host and speak at. AI-native in daily work - I use AI tools and environments for content, design, research and automation, and train others to do the same. Co-owner of the silk brand My Minelli.

✉ haczykowskapaulina@gmail.com

☎ +48 791 604 421

🌐 /in/paulina-haczykowska

📍 Warsaw, Poland

BRAND · MARKETING · EVENTS · AI

~3,600

accounting offices in the OSCBR network I build the brand for

2 × 7 h

nationwide online conferences, organised & hosted

12+

events & workshops on stage since 2025

8

marketplaces opened, incl. Amazon & Zalando

AI

in my daily workflow - and I train others in AI marketing

🏢 EXPERIENCE

OSCBR | CashDirector S.A.

06/2023 - present · Warsaw

Image & Promotion Manager, OSCBR network · Marketing Communication Coordinator

OSCBR - Poland's no. 1 network of certified accounting offices (~3,600 firms), developed by fintech CashDirector S.A. together with mBank.

- Lead the network's image, PR and promotion: strategy, content, budget, the marketing & PR team and agencies.
- **AI × KSIĘGOWOŚĆ** online conference (9 Jun 2026, 7 h) - organiser, host and speaker on AI law & ethics. **1st OSCBR Online Accounting Conference (2025)** - co-moderator, incl. a KSeF Q&A with the Ministry of Finance.
- **FORUM OSCBR** - co-organiser & MC. **BAL OSCBR** "Office of the Year" gala with mBank, 135 m underground in the Wieliczka Salt Mine - scenario lead.
- Co-created **#KsięgowySprzedaje**, the first masterclass of its kind for the Polish accounting industry; trainer on visibility and AI in marketing in cities across Poland.
- Press office: KSeF 2026 report, stance after the Sejm KSeF meeting, "Trusted Brand" 2024. CSR: "Business with Heart" with mBank.

🎤 ON STAGE

09.2026 "AI in accounting-firm marketing" - Kraków
trainer

06.2026 **AI × KSIĘGOWOŚĆ - OSCBR online conference**
organiser · speaker

03.2026 **FORUM OSCBR**
co-organiser · MC

11.2025 **FORUM OSCBR 2025**
organising team · speaker

10.2025 **#KsięgowySprzedaje Masterclass (incl. Gdańsk)**
co-creator · lead of "Visible Brand"

10.2025 "From accounting to visibility" - Poznań, Wrocław
trainer

09.2025 **V Warsaw Meeting of Accounting Offices**
speaker

06.2025 **1st OSCBR Online Accounting Conference**
co-moderator

 EXPERIENCE (CONT.)**My Minelli Silk Scarves | Bresso Consulting**

08/2022 - present · Poland

Co-owner & Brand Manager

Premium Polish brand of double-sided 100% silk scarves, hand-rolled in Poland - run with my sister; marketing delivered through my own consultancy, Bresso Consulting.

- Built the visual identity, the collection "release" roadmap and premium positioning across the website, Instagram, Facebook, marketplaces and press.
- Launched the ICON collection with the "Meet me in Paris" campaign (09/2023); earned coverage in **Vogue Polska**, Fashion Magazine, LABEL and Businesswomen & Life.
- Run influencer marketing, photo sessions and lookbooks, digital and press campaigns - with results analysis and budget control.

LOVA Sp. z o.o. (HESE SOX, LOVA)

02/2021 - 04/2023 · Warsaw area

Marketing Manager

Polish manufacturer of premium socks - own brands plus OEM / private-label production.

- Brand management for own brands (visual identity, content, influencers) and production of digital & POS materials for partner brands: **Rossmann**, **LOT Polish Airlines**, **Biedronka**, **Dino**, **Kazar**, **Bizuu**, **Danone**.
- Opened and ran **8 e-commerce channels** - Allegro, Amazon, Zalando, Otto, Etsy, Empik, Morele, Shopee - with sales automation, SEO/SEM and budget ownership.
- OEM business development: prototyping and contracting pilot orders for customised production.

White Stone Development

04/2017 - 03/2022 · Warsaw

Marketing Specialist (Junior until 11/2017)

Warsaw residential and commercial developer and investor.

- Planned and co-managed marketing & PR for **8 developments** (online, outdoor, press, trade fairs, events) with external agencies and key stakeholders.
- Ran competitive audits and customer-satisfaction research as the baseline for marketing strategy; owned the budget against plan; CSR around construction sites.

Earlier**Fever PR · Social Media & Brand Specialist 2015 - 2017**

Polish-market communication and influencer marketing for Cerruti 1881, Esprit, Joop!, Maurice Lacroix, Nessi, Puma, Vanilla.

No Limit Group · Account Executive 2016 - 2017 EDUCATION & DEVELOPMENT**2026****AIDEAS programme, 4th cohort**

60+ h with experts, own AI proof of concept · EIT Deep Tech Talent

2024**Consultative selling - customer-centricity**

ZEBRA Edukacja

2018**MA, Marketing**

University of Warsaw

2016**BA, Management - Marketing**

Faculty of Management, University of Warsaw

 EXPERTISE

AI IN MARKETING

AI tools & environments daily

AI content & design workflows

AI automation

AI law & ethics (speaker)

own AI proof of concept

BRAND & PR

brand strategy & positioning

visual identity

media relations

thought leadership

internal communication

EVENTS

conferences (online / live)

galas

forums

workshop tours

MC & moderation

sponsors & partners

DIGITAL & CONTENT

content strategy

copywriting

SEO/SEM

social media

influencer marketing

e-commerce & marketplaces

MANAGEMENT

marketing project management

budgets

agencies & vendors

B2B / SaaS go-to-market

 TOOLS

Photoshop

Illustrator

Lightroom

Canva

AI assistants & tools

LinkedIn Sales Navigator

SEO / SEM

Marketplaces

 LANGUAGES

Polish

native

English

professional working proficiency

Beyond work: Photography · fashion & silk design



Scan for LinkedIn

linkedin.com/in/paulina-haczykowska