



Klaudia Chudzynska

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PROFESSIONAL SUMMARY

Multifaceted sales and trade marketing strategist with over 8 years of experience in analyzing business and market trends to develop strategies that increase sales, improve processes, and reduce costs. Known for taking initiatives in establishing new methods for growth and efficiency through streamlined reporting and analysis. Experienced in high-performance work environments and working within cross-functional business teams.

SKILLS

- Analytical Thinking
- Project Management
- Strategic Planning
- Problem Solving
- Data Management
- Sales and Marketing
- MS Excel, SQL, Python, R
- MS PowerPoint, Cognos, Tableau, Power BI
- SAP/BI

HIGHLIGHTED ACHIEVEMENTS

- Rated as one of the top talents in Unilever. Promoted four times.
- Received internal company awards for strategy development, outstanding growth, and high quality of work.
- Created and implemented a new method of counting promotion budget for regional chains, resulting in a 10% saving in the year of implication and a transparent view of promo spend.
- Introduced detailed reports on KPI and additional outcomes from internal and external data for monthly business team meetings, resulting in reduced time spent on acquiring information and providing space for focusing on action. The business decided to translate the tool to other categories.

EXPERIENCE

Nov 2022 – Present | KENVUE (pre-separation Johnson&Johnson), Switzerland

■ Sourcing Analyst Nov 2022 – Present

- Conducted analytics, reporting, and financial follow-ups for two major global projects
- Performed detailed analytics on Procurement KPIs, providing insights and recommending improvements.
- Analyzed and assimilated data to support critical sourcing and procurement decisions aligned with company business goals.
- Analyzed bid packages and utilized decision-making tools and models to facilitate informed award recommendations.
- Assisted in conducting comprehensive supplier analyses, including strategic direction, financial due diligence, market position, and industry power assessments.
- Managed and completed the Rigid Packaging Procurement Database, ensuring comprehensive data accuracy and maintenance.

Dec 2014 – Mar 2021 | UNILEVER POLSKA Sp. z o.o., Poland

■ Category & Channel Development Manager Feb 2020 – Mar 2021

- Prepared channel strategy and customers trade plans for the following brands: Coccolino, Coccolino Care, Surf, Domestos, Cif, Omo, Seventh Generation, Sunlight.
- Built and implemented yearly/quarterly planning (strategy, budget, tracking, KPI, execution, sales briefing).
- Analyzed market in terms of customer's potential and competitive landscape and provided recommendations.
- Coordinated and aligned marketing activations tools with sales promotion to ensure cohesive customer support and achieved full effectiveness.
- Implemented new approach to preparing sales offers for portfolio by diversifying sizes and pricing offered in market channels.
- Prepared deep analysis of market and promotion external data related to new products launch. Received outcomes were used as impactful guidelines for creating launch strategy.
- Applied new approach for project launches by implementing new profit and loss template, resulting in immediate view on details prediction and improving risk management.
- Introduced detailed report on KPIs and additional outcomes from internal and external data for monthly business team meetings, resulting in improved team effectiveness by reducing time for acquiring information and providing space for action. The business decided to translate the tool to other categories.
- Managed a team and collaborated with internal and external stakeholders.

■ **Customer & Shopper Marketing Senior Specialist** *Oct 2018 – Jan 2020*

- Prepared channel strategy and customers trade plans for following brands: Coccolino, Surf, Seventh Generation.
- Coordination launch of new brand Seventh Generation on the market.
- Generated detailed weekly report on sales performance for measuring customers/brands/category KPIs
- Analyzed market in terms of customer's potential and competitive landscape.
- Coordinated and aligned marketing activations tools with sales promotion to ensure cohesive customer support and achieved full effectiveness.
- Post-evaluated effectiveness of sales actions and preparation of recommendations for next.
- Prepared analyzes, category presentations, and necessary materials for workshops and meetings with customers.
- Co-operated with internal and external stakeholders.

■ **Key Account Specialist** *Dec 2016 – Sep 2018*

- Prepared performance data for Sales Team with focus on main priorities and growing company efficiency.
- Created and implemented a new method of counting promotion budget for regional chains, resulting in a 10% saving in the year of implication and a transparent view of promo spend.
- Evaluated contract settlement processes and implemented a new settlement method, resulting in improved efficiency of using contacts as tools for delivering key performance.
- Prepared materials: analysis and visualizations for customer meetings, workshops. Participated in meetings with customers.
- Worked with Key Account Managers in matters related to co-operations with customers by delivering sales reports and other analyzes for the individual needs of managers.
- Co-operated with other internal and external stakeholders.

■ **Sales Analyst** *Jan 2016 – Nov 2016*

- Prepared post-evaluation report examining the effectiveness of field sales works in achieving the main priorities.
- Settled bonus tasks for the Field Sales department.
- Developed and implemented new analytical tools for supported the Field Sales in matters related to increasing sales, delivering key performance, and reducing costs.

■ **Sales Assistant** *Dec 2014 – Dec 2015*

Oct 2013 – Dec 2014 | SOLID SECURITY Sp. z o.o., Poland

Nov 2012 – Sep 2013 | E-COMMERCE SERVICES Sp. z o.o., Poland

Jul 2009 – Nov 2012 | BORYSZEW ERG S.A., Poland

EDUCATION

BACHELOR OF ECONOMICS, TRADE ORGANIZATION AND SALES MANAGEMENT

Uczelnia Warszawska im. Marii Skłodowskiej – Curie, Warsaw, 2009-2012

CERTIFICATES

GOOGLE Data Analytics *Apr 2022*

certificate credential

GOOGLE Project Management *Mar 2022*

certificate credential

IBM Data Analyst *Jan 2022*

certificate credential

Excel Skills for Business offered by Macquarie University *Sep 2021*

certificate credential

LANGUAGES

English | B2

German | A2

Polish | Native