

Jakub Bartoszewski

Digital & Media

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[LinkedIn](#)

I coordinate website migrations and digital campaigns at Polpharma Consumer Healthcare. I also build web applications and explore how AI can support marketing work.

EXPERIENCE

Polpharma Consumer Healthcare

Digital & Media Intern | 2026-present

- Coordinating the migration and redesign of approximately 30 brand websites to Webflow: requirements, agency briefs, timelines, QA and delivery.
- Working on digital projects with an estimated combined value of PLN 1M+, covering websites, content, media and business applications.
- Built an internal business application proof of concept in approximately 6 weeks. Reviewed positively by IT and an external software vendor; used as a reference for further development.
- Planned and coordinated a campaign with a six-figure PLN media budget, including agency briefing and media plan approval.
- Coordinated content-readiness audits and follow-up changes across a multi-brand website portfolio.
- Created an AI-assisted internal communication video in approximately 20 hours, subsequently distributed company-wide.

SELECTED PROJECTS

Privacy / Consent Audit Tool cmp.jbart.pl

Built a Puppeteer-based tool to compare cookies, tracking requests and consent signals before consent, after rejection and after acceptance.

Web design & development jbart.pl

Designed and built my portfolio and Agromatic, a personal website concept for agriculture, including content and responsive design. Agromatic is not yet published.

STUDENT PROJECTS

SGH Students' Union | Graphic Designer | 2024-present

Created campaign graphics for Bal SGH, Wielkie Zwiedzanie Warszawy and Mokotonia, working across student project teams.

eSGH | Contributed to a student project on sustainability and ESG-related business topics.

EDUCATION

SGH Warsaw School of Economics

Bachelor's degree
Global Business, Finance and Governance

2024-present

IT Technician

Technical school
Programming, databases, networking and web technologies.

TOOLS

Digital & Analytics

Webflow, Google Tag Manager, GA4, Search Console, Google Ads, Meta Business Suite

Build & Automation

Codex, Cursor, Git/GitHub, Next.js, JavaScript / TypeScript, Python, SQL, Puppeteer, REST APIs, AI APIs

Creative

Adobe Photoshop, Illustrator, Premiere Pro, After Effects

LANGUAGES

Polish - Native

English - C1

German - B2