



JAKUB KASPEREK

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PROFESSIONAL PROFILE

Management graduate and master's student at the John Paul II Catholic University of Lublin. I have gained experience through academic projects, organisational work, professional internships and volunteering. I specialise in event organisation, communication with diverse audiences and coordination of promotional activities. I work equally comfortably on project teams and in cooperation with public administration, non-governmental organisations and the academic community. I am looking for opportunities for further development in the field of management.

KEY COMPETENCIES

Project organisation • Event organisation • Marketing • Communication • Project work • Employer Branding • Relationship building • Stakeholder cooperation • Customer service • Administration

PROFESSIONAL EXPERIENCE

Volunteer | Wstawaj Alicja Foundation

07.2025 – 06.2026

- I supported the activities of the Wstawaj Alicja Foundation for people with multiple sclerosis and their families.
- I co-organised charity and community events, including the **Charity Run for people with MS** at the Zemborzycki Reservoir, which I created in cooperation with **20 partners** and which gathered approx. **270 participants**, being responsible for preparing the event and looking after participants.
- I worked with the foundation's team, volunteers and partners on initiatives raising public awareness of neurological diseases.
- I developed skills in event organisation, communication, social responsibility and working with diverse audiences.

Participant of the "Job Test" programme | Voivodeship Labour Office in Lublin

08.2025

- I learned how labour market institutions are organised and how advisory services are provided.
- I took part in activities related to career counselling, activating jobseekers and delivering projects that support the development of residents' skills in the region.
- I gained practical knowledge of how public administration works and of cooperation with an institutional client.

Intern | Lublin City Hall – Youth Policy Office

07.2024 – 08.2024

- I supported the delivery of projects aimed at young people and at youth organisations cooperating with the City of Lublin.
- I prepared administrative documentation and materials used during the implementation of projects.
- I took part in activities related to organising events and cooperating with social partners and public institutions.
- I learned how projects are planned and delivered in local government administration.

Customer Service Employee | Cinema City

02.2024 – 06.2024

- I provided professional customer service in line with the cinema chain's standards.
- I organised my own work in an environment requiring quick reactions and effective teamwork.
- I was responsible for the smooth sales process and the high quality of service for visitors.

PROJECT AND ORGANISATIONAL EXPERIENCE

KUL Career Office Ambassador | John Paul II Catholic University of Lublin

10.2025 – present

- I help create activities promoting the Career Office's offer for KUL students and graduates.
- I co-organise training sessions, workshops, meetings with employers and events supporting professional development – so far I have co-organised **12 educational events** for over **600 participants**.
- I represent the Career Office at university events, supporting communication with candidates, students and external partners.
- I engage in projects developing cooperation between the university and its socio-economic environment.

Ambassador of the John Paul II Catholic University of Lublin | KUL

10.2025 – present

- I represent the university at education fairs, open days and promotional events.
- I talk to prospective students, parents and teachers, presenting the educational offer and development opportunities at KUL.
- I support activities that build the university's brand recognition and its positive image.

Member of the Student Research Circle of Marketing and Management | KUL

2023 – present

- I co-organise academic conferences, workshops and events popularising knowledge of marketing and management – I independently led an **academic conference** and co-organised the KUL Management Days **three times** for around 250 people.
- I carry out projects connecting the academic community with business and public administration.
- I engage in initiatives developing students' project, organisational and communication skills.
- I cooperate with lecturers, students and external partners on academic undertakings.

Volunteer | Motor Lublin S.A.

04.2025 – present

- I support the organisation of sporting events and the running of matches and club events – so far I have handled **25 matches and events** attended by approx. **15,200 participants** in total.
- I ensure smooth communication with event participants and a high quality of service.
- I work with the organising team during mass events, improving my ability to work under time pressure.

PROJECTS AND ACHIEVEMENTS

- **Management Days** – I co-organised three times one of the largest student initiatives run within the Management programme at KUL, each time gathering approx. **250 participants**; I co-created the 2026 edition together with partners and speakers, being responsible for cooperation with event participants and organisational support of its course; I gave my own presentation, hosted the student conference and the final of the "Awantura o sławę" quiz.
- **Speaker at the 35th National Conference of Student Research Circles "Man and His Environment"** (Jan Kochanowski University in Kielce) – I presented a paper based on the results of my bachelor's thesis entitled "The Effectiveness of a Social Media Advertising Campaign: The Case of Motor Lublin Football Club".
- **Author of a scientific article** "The Effectiveness of a Social Media Advertising Campaign: The Case of Motor Lublin S.A. Football Club" – published after positive peer review in Fascicles of Student Scientific Movement of the Jan Kochanowski University in Kielce (2026, volume 35, part 1, e-ISSN 2451-2001, pp. 71–81).
- **Engaged Student Award, KUL** – distinction for active involvement in the Student Research Circle of Marketing and Management and for commitment to the academic community.
- **Projects carried out in the Student Research Circle of Marketing and Management.**

EDUCATION

John Paul II Catholic University of Lublin

Second-cycle studies – Management | 10.2025 – present

John Paul II Catholic University of Lublin

First-cycle studies – Management | 10.2022 – 07.2025

Catering and Hospitality Technical School (ZS No. 5 in Lublin)

Food and catering services technician | 09.2018 – 04.2022

COURSES AND CERTIFICATES

- **Management 3.0** – 16 hours
- **Influencer Marketing** – 16 hours
- **Career planning – thinking about the future** – 16 hours
- **Quality and internal audit specialist** – 30 hours
- **Design Thinking** – 16 hours

SKILLS

- Independence
- Teamwork
- Communication skills
- High personal culture
- Flexibility
- Availability
- Empathy and patience
- Commitment
- Driving licence (category B)

LANGUAGES

- Polish – native
- English – B2 level (university certificate)

INTERESTS

Marketing and communication, project management, event organisation, development of managerial skills, sport and social initiatives.

I consent to the processing of my personal data for the purpose of recruitment in accordance with Article 6(1)(a) of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation).