

BUSINESS

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The Gloucester County business scene

ENTERPRISING WOMAN



Staff photos by Jonathan Wells

Sylwia Majewski (above and below) founded Adamus Media in Monroe Township three years ago.



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— Sylwia Majewski

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After leaving Poland 12 years ago county resident is now owner of her own business

By Carly Romalino

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Twelve years ago, Polish-born Sylwia (pronounced Sylvia) Majewski chased love across the Atlantic Ocean and to the United States.

A marriage, a Bachelor's degree, a baby, and nearly 13 years later, she now owns a Williamstown company that specializes in communication services. Despite the ailing economy, her firm that offers public relations and advertising services, branding and interactive media has seen exponential growth, expecting a 140-percent revenue increase by the end of the year.

Beginning as a home-based business, Adamus Media (formerly all-outMedia) outgrew the Majewskis' living room, and in three years the now fully staffed company has a new home on the Black Horse Pike.

"I came from a family of business owners," said Majewski, whose parents own a business in Europe.

Majewski used her Drexel

University degree in digital interactive media and worked in the field at film production and advertising companies, but when the economy took a hit, she was laid off.

"I am the kind of person who tends to turn things from a negative to a positive, so I thought maybe it's a sign. I always wanted to have my own business," she said.

But according to Majewski, the advertising industry in the United States, has been a challenge.

English is her second language after Polish. She also knows some Russian and French. And although she studied English in Poland and has been a very fluent English-speaker since she arrived in the United States, her accent and other cultural difference became a hurdle in the field.

"Nobody teaches the cultural jokes," she said. "My two friends were having a conversation about going to Wawa, and I had no idea what a Wawa was."

Clever Polish pop-culture references might not translate to

American culture, and American slang took time for Majewski to pick up. Some people, she said, react differently to her accent.

But speaking with the remnants of her Polish roots has not stopped her company from servicing Philadelphia's SEPTA, the American Institute of History Education in Swedesboro, The Whitman Diner in Washington Township, Madison Court Apartments in Williamstown and other clients from in and around the state.

"Most of my business comes from referrals, which is a big compliment for me and my company," she said. "This year was phenomenal which is surprising in this economy."

From Adamus's first to second year, the company's revenue increased by 119 percent, and from year two to three, revenues climbed to 122 percent, and are expected to hit 140 percent.

"The company right now, it's a whole different company from when I first started," she said. "We're so much bigger, we've grown and progressed in many things."