

# Culture book

Work (always) in progress





## Who we are

At a glance

Key moments

Being a part of Semrush

Our mission

## What we believe in

Ambitions

Values

What's in it for you

## Being Prowly

How it resonates in our efforts

# Hi,

we've never assumed much in advance. We believe that company culture does not result from assumptions, but from the actual behavior and attitudes of people who contribute to it.

Our organization is constantly growing and so is our culture. Just like our business, our culture is shaped by trial and error. And it's as important to us as the "numbers" we achieve every month, because without shared values, we would not be able to build long-term success. As in any other matter of our business, we strive to be better and better at it. That is why this guide will never be finished. Welcome to Prowly.

**Joanna Drabent and Sebastian Przyborowski,**  
**co-founders at Prowly**



# Who we are

our history in a nutshell



# At a glance

- **PR Software:** Media Database, Online Newsroom, PR CRM, Email Outreach & Analytics, Media, Monitoring, PR Reports
- On the market since 2016
- 7000+ users from 90+ countries
- Based in Poland but **remote at** ❤️
- Team of around 90 **[super]people**
- One of the **highest review** scores among digital PR vendors on G2 Crowd
- The sole winner of **Dream Employer 2023**
- 78000+ stories published in 3000+ brand newsrooms
- 13m+ emails sent to journalists
- **Part of Semrush** company, a leading MarTech company listed on the NYSE





When we started Prowly, the PR industry was pretty ancient. Funnily enough, some experienced PR pros thought Prowly was totally useless.

2013

2015

That feedback didn't stop us from further product development - a few months later we managed to launch our new feature in partnership with Spotify!

Months later, geared for a global launch, we established a US sales team despite lacking a similar local setup. After four disappointing months, we strategically retreated.

2016

2016

At some point we needed to refresh our user interface. This release can be summed up as: bad code and no time. Don't even ask how many customers we needed to apologize to during the next two weeks.



After our initial US market failure, we secured one of our first US customers, Vimeo, all the way from Poland! Later, we faced a crisis, which tested team morale and led to a huge blow - the departure of some precious team members.

2018

2019

We rolled out a new feature which particularly resonated in the US, helping us to secure our first 10 customers, even before the official launch. Then, the pandemic's onset left us uneasy about the future.

Our concerns were baseless, as the next year became our fastest growing yet! Hundreds of US customers chose Prowly every quarter, recommending us to one another. Finally, we joined Semrush. We still can't believe all of this!

2020

2021

This was a moment of huge growth, we hired our 60th team member. To define our identity as an employer, we conducted internal strategic research to articulate our Employee Value Proposition.

Two years after joining Semrush, we hit another milestone with the launch of our Media Monitoring feature. Moreover, as our team was growing, we implemented Employer Branding activities and worked to improve Candidate Experience.

2022

2023

This year has presented challenges with a slowdown, especially during the holidays. However, on the flip side, in March, we were awarded the Dream Employer 2023 title. We now have around 90 team members on board.



# Being a part of Semrush

No success comes without struggle. People normally don't like to talk about their failures or challenges. However, **we count failures alongside our successes as the key moments that define us today** and mark our progress in our journey.



If it weren't for these lessons, we wouldn't be where we are today. Becoming **a part of Semrush**, the leading all-in-one tool suite for improving online visibility and discovering marketing insights, is a **great opportunity, but also a huge responsibility**. We decided to establish this partnership in the very difficult and unstable time of the COVID-19 pandemic, making a big step and commitment to the significant growth of our business. Today we know that this bold decision brings us important lessons every day, **supports the development of our people**, and creates new, **interesting opportunities for candidates**.

# Our mission

**We're on a mission to give people independence and help them unlock their superpowers in every-day PR work.**

**What does that really mean?** 🤔

## Inside

Being independent is to have the power to decide when and where to work, about new skills we'd like and what we'd like to achieve, or to question the status quo. With this power comes responsibility - which helps us encourage completely new superpowers, sometimes even beyond the scope of our daily routines.



Once upon a time (in 2018) we decided to gather all of our team members to elaborate on what our true mission is. It resulted in one simple but strong sentence that provides direction for us both outside and inside the company we're building.

## Outside

We're building a product to help PR people become independent from third parties like IT, designers or other providers. We want to be an all-in-one for their daily PR work. The data we're providing helps them do their daily tasks faster and make media relations stronger. We want them to be everyday superheroes for their brands.



# What we believe in



# We simply focus on [super] people

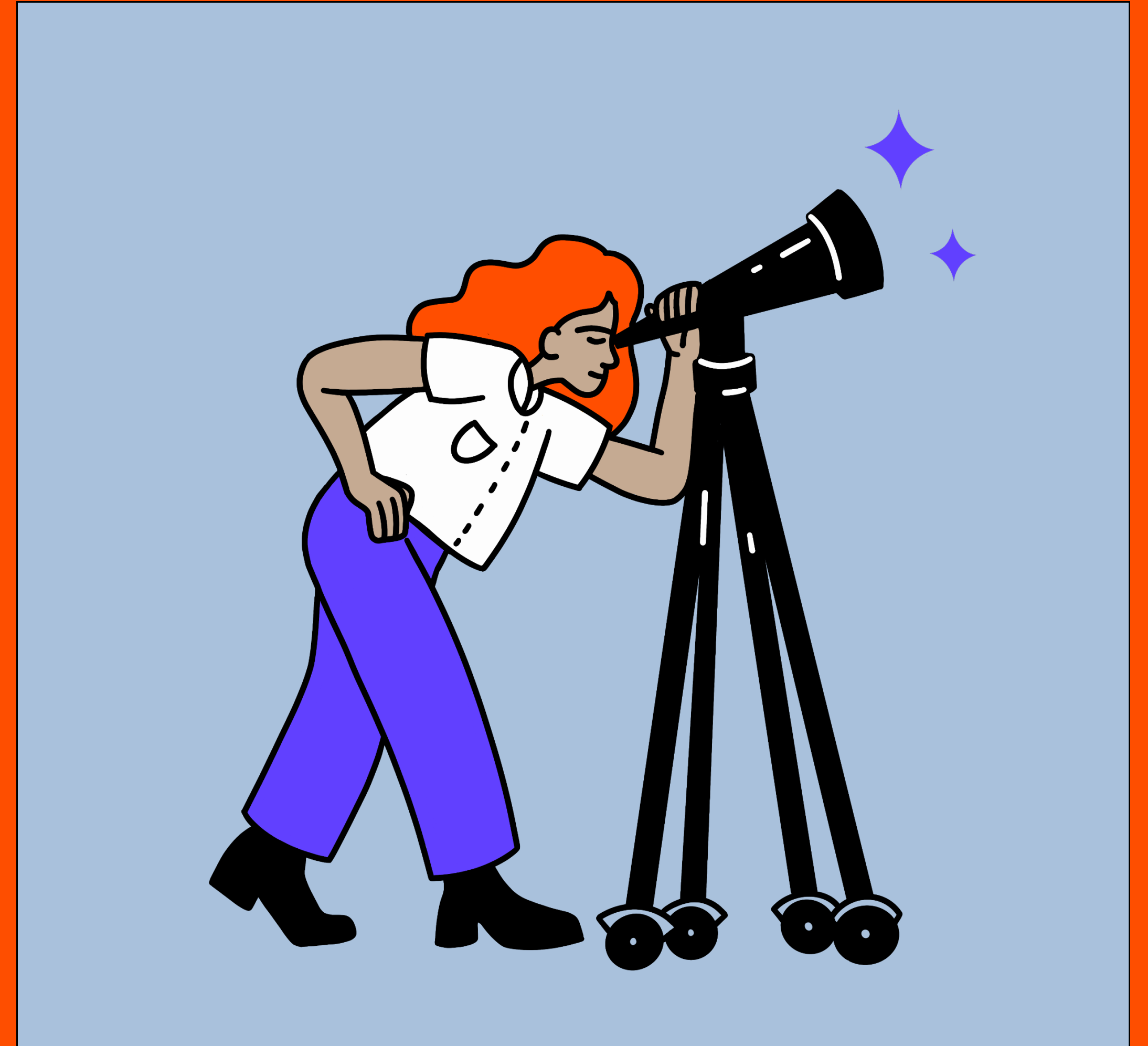
**Super for us means** proactive, eager to look for new solutions, and brave enough to experiment. Super also means kind and helpful. We feel good in each other's company and learn from each other.

**We want** to support people in their personal development. We want to be a place of work where people work with pleasure. We want to employ carefully by engaging leaders and teams in the recruitment process. We want to retain those who want to build success. We want to provide a career lift for everyone in our teams. We want to appreciate the results and see the effort. We want to be fair, always. We want to support those who are ready to roll up their sleeves. We want to have a start-up soul and a smart mind. We want to look ahead, and we want others to see it. We want to be a team, not a family.

**Why?** Because family is at home. We do not expect you to place work on the same footing as your home. We want to set a good example, inside and out. We always want more.



# Values



# Kindness

We firmly believe that even small acts of kindness shape the world around us. That's why we hold ourselves and each other to high standards, always striving to provide support for anyone in need.

So, please, never hesitate to reach out — everyone is here for you.



# Openness

We think that being kind, honest, and open encourages us to share direct feedback with our colleagues and allows information to move freely. This contributes to creating a secure workplace and cultivates greater happiness among our team members.



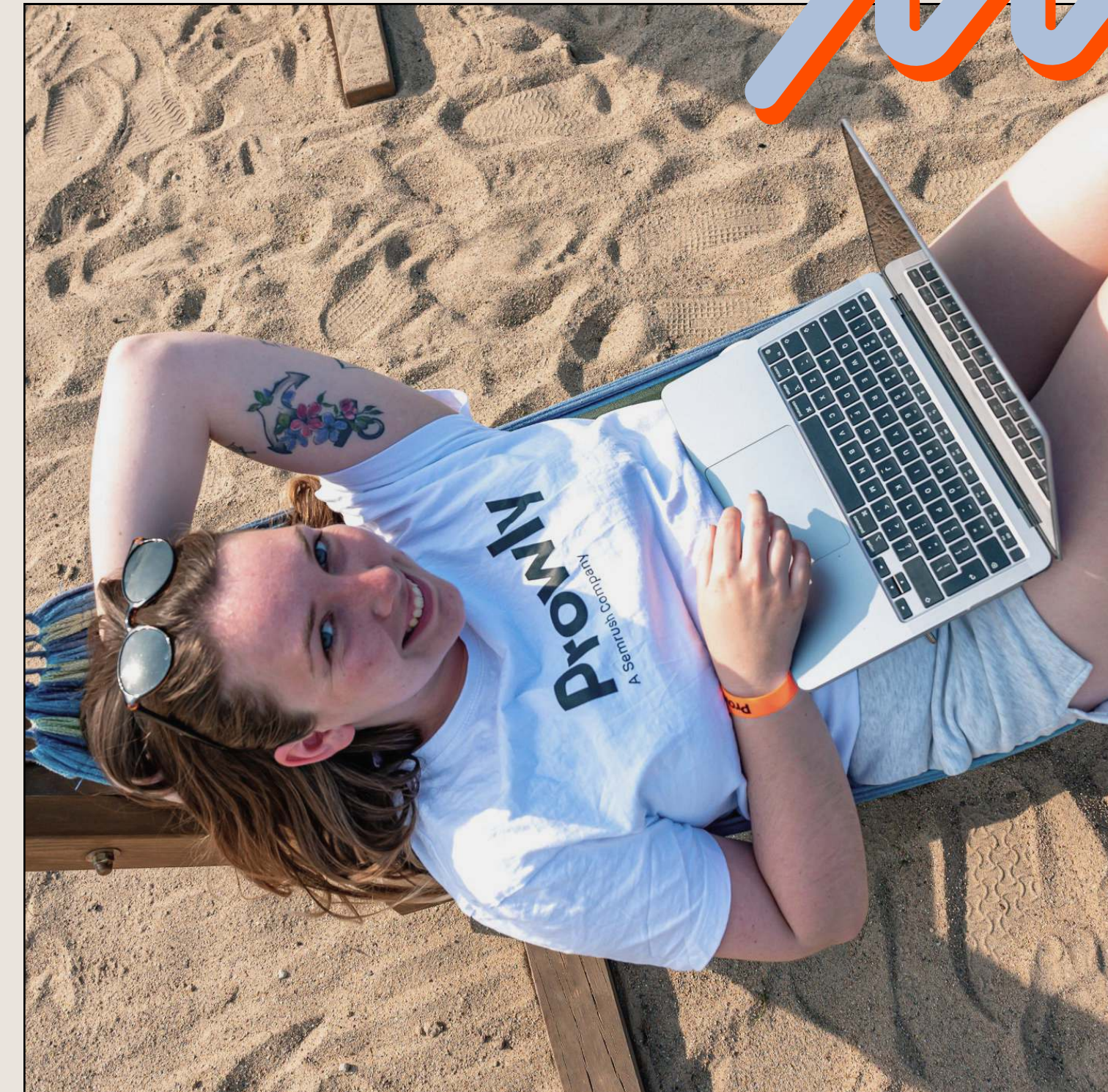
# Self-reliance

There's no shame in failing – only in not giving it your all. The confidence to take ownership and question the status quo are essential to the workplace we want to build. We believe that taking responsibility for your own decisions and actions leads to new levels of independence.



# Flexibility

We give our teams a lot of freedom, starting from choosing your own hours and where you want to work to encouraging new skills even beyond the scope of your daily routines. Here, you have the autonomy to decide how you wish to approach your work, rather than simply adhering to top-down instructions.



# Diversity

We've always wanted to go beyond building a culture that's open, free, creative, bold, and safe for everyone. Not just a great place to work, but a great place for people to thrive. Our doors are wide open to everyone and anyone who has respect for others and enjoys being unapologetically themselves.





# What's in it for you





# We are open

Work in a friendly and respectful environment among people who are always ready to help anyone in need of support. Here you can love whoever you want and be whoever you are. It doesn't matter where and how you work, it's the results that are important. Do you have an idea of how to increase sales, improve our product, or engage the team? Share it, we are more than happy to hear it!

# We don't stop

Act without waiting for instructions with a hands-on attitude. Join us in our constant development and grow with us. Don't hesitate to look for better and bold solutions, and be secure in your freedom to make mistakes. Experience a culture in which teams share the glory and celebrate achievements together, as success always has many parents.





# We care about our team 🤝

Take control of your Life-Work Balance and work 100% remotely. What counts is you and the quality of the tasks you deliver. At Prowly, we are not a family, we are a team of good companions. Why? Because we know how important your private life and your loved ones are and we are not here to compete with them. But we bet that you will make great friends here.

# We are an international player

Work in a Polish brand with a global reach and recognition. By joining Prowly, which is a part of Semrush, you can enjoy stability and gain access to unique knowledge and top-notch tools.



# Being Prowly

How it resonates in our efforts



# Being able to work remotely

Story from **Bart Donda**, Senior Growth Marketing Manager

Being able to work from anywhere in the world (with fast internet, of course) and with a flexible schedule is one of the things that I really value about Prowly. On a daily basis, it's allowed me to maintain a healthy work-life balance and stay motivated. On a larger scale, I've been able to pursue my life-outside-of-work goals and dreams (mostly travel-related) that would not have normally been possible with a full-time job.

So far, I've worked remotely from many countries, such as Ecuador, Thailand, Indonesia and even from Turkey during my Erasmus exchange — something that I have always wanted to do!



# Having the possibility to change career paths, leave and come back

Story from [Kasia Chrobak](#), Software Tester [previously Customer Support Specialist]

I joined Prowly in October of 2016 in the Sales department, where I was mostly responsible for finding leads. In February of 2017, I joined the Customer Service team, where I supported our clients. Thanks to this direct contact with our customers, I gained a lot of new skills but I found solving problems to be the most fun part.

Working with the dev team from time to time was always really interesting for me. All this made me think more about taking the next steps in my professional development and that's why, in April of 2019, I finished a testing course and, two months later, started as a Software Tester at Prowly.



Now, together with other testers, we form a QA team. Working as a tester has brought a lot of challenges and a chance to develop new skills, making it the perfect role for me. After all these years in Prowly, I still like my job and that's the most important thing at work.



# Being close with your team

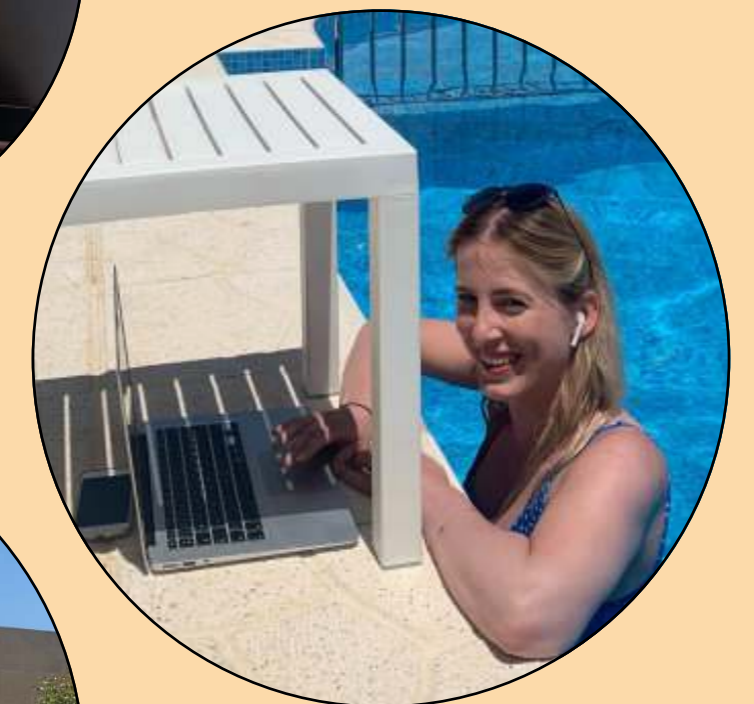
Story from **Patryk Nowak**, Head of Sales

Since our Sales Team here at Prowly became 100% remote, we've developed some new habits. We sometimes plan to spend the day together at the office anyway for a special get-together. During one meeting we started talking about flights, travels, and visiting foreign countries.

Not much time had passed when we came up with an idea – "Hey, let's find a flight, a house with a fast Internet connection, and travel together to work remotely from somewhere!" A few minutes later, the three of us were ready to book tickets. A few minutes after that, we reserved seats on a plane to Crete. Finding the perfect place to stay was not a problem; Airbnb found us a beautiful house with a pool in an ideal location.

Hanging out together was a new experience for us; we got to know each other much better, for example, because of late night conversations! We also put aside some time to see a stunning beach on Crete – Balos. We will definitely plan this type of trip once again!

One week later, with bags packed, the three of us were on a plane, a 2-hour flight, and welcome to Greece! We spent four days working remotely during the day, sightseeing, and eating seafood in the evenings. Daily meetings with our team were held by the pool, as were weekly cross-team meetings!



# Learning from each other

From knowing the key to quality sleep, to the ability to make ecological bags for storing food, to creating the best pizza dough recipe—each of us has interests worth sharing and passions that can inspire others. That's why we regularly encourage each other to share in the knowledge exchange meetings we organize during the working day.



# Enjoying independendence, support and trust

Story from [Iza Klat](#), Head of HR Poland

I became involved with Prowly in 2017. At that time, I was an independent consultant and advisor in the area of people development and organizational culture, while Joanna and Sebastian, the founders of Prowly, needed support in facing challenges of a growing organization. Our joint project, which was supposed to last for several months, turned into permanent

cooperation bringing me a lot of joy and feeling of accomplishment every single day since then. I am fortunate and privileged to be a part of a company that not only builds a great product but is also a fantastic place to work. Both I and my remarkable HR team have a strong impact on how we operate and how we build our employer brand.



At the same time, we have the total support, understanding, and trust of the founders, and in my opinion, this is crucial to be able to implement bold ideas. First as a start-up, now as part of Semrush, we can create an independent, unique place where we want to attract great people. I am fulfilled in my role and I am glad that this is happening at Prowly.

# Never giving up

Story from [Maciej Wróblewski](#), Head of Marketing

I found out about Prowly the moment it was officially announced back in 2013. I was one of the first people who signed up for the waitlist and I still have the email in my inbox stating, "Prowly.com has started." However, it took me another 8 years to join the company. Even though there were at least 2-3 rounds of recruitment calls, the timing was just never right.

But the moment I got the offer, I knew accepting it was the right call and I have been happy here ever since! Prowly is a perfect fit for me in terms of culture and work ethics, we believe in people and their capabilities, giving them the freedom to make their own decisions, without micromanagement.



# Building things from scratch

Story from **Katarzyna Majchrzak**, UX Researcher

When joining Prowly I knew that a supportive yet challenging work culture was non-negotiable for me. After years of traveling I also didn't want to sacrifice my freedom of location nor my international environment. Would you believe that it was also a time when I changed my career path from Psychology to UX Research? One would say I was asking for too much, but it turned out to be easier than expected.

As an early UX Researcher at Prowly, I especially appreciate the experience of building my role from the ground up. Working at Prowly means that I can take on a whole variety of projects, propose my own ideas and have a real impact on the product. I've already had the chance to be a part of two teams, cross-collaborate and learn from others.



# Having fun

We take the cultivation of our daily culture seriously but fun is a big part of it. Once a year we organize integration trips for several days, and in the meantime we play board games, cook (and eat) good food, organize city games, or play the role of ninja turtles. Although our de facto office is on Slack, we try to use the potential of our physical office. It is here that we make delicious breakfasts for the start of work or practice yoga from time to time.



# Maintaining life-work balance

Story from **Göktuğ Deniz Kurter**, Sales Specialist

Having navigated the sales terrain for over a decade across big and small companies in various industries, I recently found my happy place at Prowly. Planning to pitch my tent here for the long haul! To me, Prowly is like the Jedi master of balance—balancing work and play, embracing the freedom of remote work, and flexing those time management muscles. It's the efficiency guru that dances to the beat of results.

At Prowly, everything is up for discussion, and everyone is just a friendly ping away. The Prowly crew is like a cultural potluck—diverse, open-minded, and all bringing different flavors to the table. Team members are not just colleagues; they're your go-to buddies for every work win or virtual high-five. What sets Prowly apart is not just the support within the office walls but the cheerleading that extends



beyond—boosting your learning curve and fanning the flames of your passions. In a nutshell, Prowly is the only job that turns Monday blues into Monday hues. It's not just a workplace; it's a smile-inducing, goal-crushing adventure!

# Discovering your full potential

Story from **Natalia Czyżyk**, Customer Support QA Specialist

I joined Prowly as a Customer Support Specialist back in 2021 for what I thought would only be a holiday job. One of the first things I noticed is how open and flexible the people working here are. I felt incredibly validated when Prowly made it possible for me to continue working part-time during the academic year.

Over the course of the last two years, I have gained invaluable experience, grown and developed my skills, and had the privilege to work with one of the most talented and supportive people I have ever met. Having recently received a promotion to QA Specialist, and even changing the course of my studies to better align with the demands of my job, I'm very happy and grateful I stayed with Prowly for the long run!





# Working remotely no small print

Story from [Kostas Eimutis](#), Sales Manager

Embracing the remote work lifestyle at Prowly, where I'm not just working from home but in a different country altogether, has so far been an adventure filled with ups and very few downs. Here's why I'm loving this setup:

**Rediscovering the Missing Spice:** After spending my 20s abroad for study and work, returning home left me longing for constant exposure to different cultures.

Remote work has been the answer, providing me with a rewarding daily dose of cultural diversity.

**Insane Schedule Flexibility:** With great power comes great responsibility. The flexibility of remote work has been a blessing for me, though. It allowed me to do incredible things with my free time, otherwise impossible or difficult to accomplish under a traditional 9-5 setup.



Recently, this allowed me to complete an intense weekly training program to get myself prepared for a triathlon. The challenge is completed, and I'm already looking for a new one! :)

# Doing good things for others

A desire to help brings us together and that extends beyond our mission at work. We're a partner of the largest charity in Europe, the Great Orchestra of Christmas Charity. Our Christmas tradition is to support lonely seniors of the local community of Warsaw, where our office is located.



# Fostering diversity

We donated to the Diversity Poland Foundation advocating for LGBTQ+ teen suicide prevention. We also participated in a G2 campaign to support OutRight Action International on its mission to provide human rights to LGBTQ+ People everywhere.

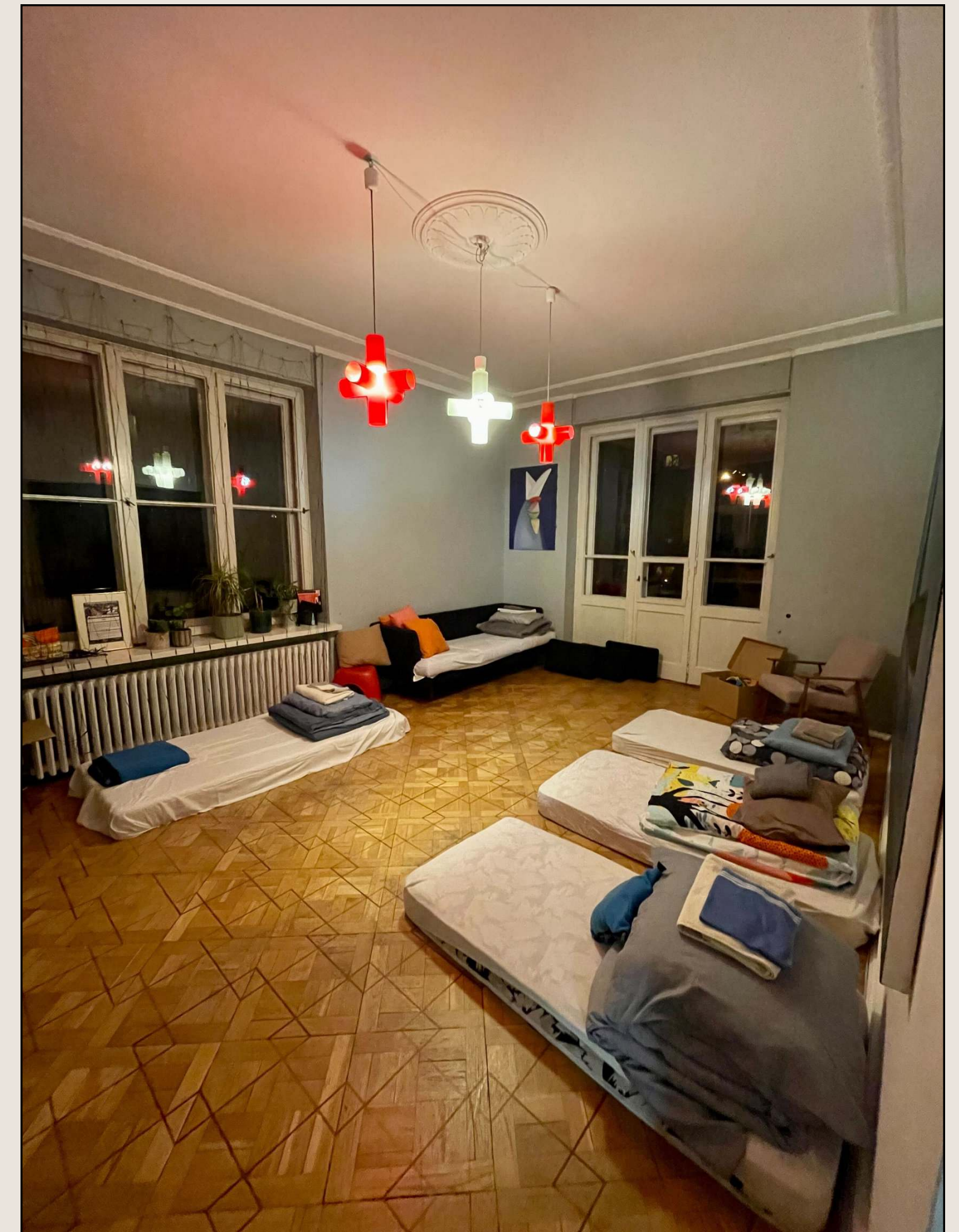
In 2022, we formed our first DEI team (Diversity, Equity, and Inclusion Team), whose goal is to foster inclusion through internal activities such as education and donations. We've launched a series of DEI Talks with experts and representatives of underrepresented groups.



# Providing support for anyone in need

To support those displaced by the war in Ukraine, we opened the doors of our Warsaw office and became a temporary home for refugees for three full months while they worked to get back on their feet. In cooperation with NGOs (Dom Ukrainski and Fundacja Centrum), we helped nearly thirty people to find permanent places and adjust to their new reality.

We may not be inundated on the daily with news about the situation on the frontlines anymore, but the suffering of the citizens of Ukraine continues. If you wish, you can show your support by making donations, for instance, through [PAH Polska Akcja Humanitarna \(Polish Humanitarian Action\)](#).



# Want to read more stories from TeamProwly?

In 2023, we launched the Employee Advocacy program, the goal of which is to encourage our team members to share their knowledge, expertise, passions and hobbies. You can discover more stories by following the [#StayProwly](#) hashtag on social media.



# Follow us on Social Media

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# Your thoughts or feedback

If the culture we're fostering here at Prowly sounds like something you'd like to be a part of, we would be happy to hear from you [culture@prowly.com](mailto:culture@prowly.com). The same goes for anyone who just wants to leave feedback or contact data for future conversations.

We love the path we're taking and you're welcome to walk with us any time.

If you want to find out more about us, visit our website [prowly.com/careers](https://prowly.com/careers)



A woman with blonde hair in a ponytail, wearing a red visor, glasses, and a colorful jacket, is blowing bubbles with a blue bubble gun. The background is dark with many colorful bubbles floating around. The text is overlaid on a white rounded rectangle in the lower-left quadrant.

**The best is yet to come**  
**Let's shape it together!**