

## Główne umiejętności

Social Media Marketing  
Social Media Content Creation  
Video Production

## Certifications

Canva - poziom  
średniozaawansowany  
Assertiveness in Business English  
Podstawy konfiguracji konta  
biznesowego na Instagramie  
Certyfikat ukończenia kursu "Google  
Internetowe Rewolucje"

Content Creator | Social Media Manager  
Warszawa, Woj. Mazowieckie, Polska

## Podsumowanie

Experienced Social Media Specialist and Content Creator with over 8 years of experience in Digital Marketing. Demonstrated time management and collaboration skills. Flexes easily with new information and branding changes to consistently exceed targets for engagement, acquisition and retention.

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## Doświadczenie

DOZ.pl

Junior Social Media Manager  
lutego 2024 - Present (5 mies.)  
Warsaw, Mazowieckie, Poland

- Developing and implementing social media strategy with key objectives of growing fan base and increasing engagement.
- Monitoring social media analytics and tracking key performance metrics to measure the effectiveness of campaigns.
- Leading Social Media Team, collaborating with Project Managers and external agencies in strategy, planning and execution of key marketing campaigns.
- Video production - creating scripts/ideas, coordinating the shooting schedule, taking care of the best quality of film content.
- Influencer Marketing - influencer research, setting terms of cooperation, conducting negotiations, coordinating the process of proper content publication.
- Staying up to date with emerging trends, tools, and best practices in social media marketing.

Paramount International

Content Designer  
stycznia 2016 - Present (8 lat 6 mies.)  
Remote

- Developing and delivering innovative content for social media platforms (Facebook, Instagram).
- Publishing content based on guidelines from the international headquarters.

- Community management.
- Graphic design.
- Running contests on social media.
- Copywriting: social media posts, articles.

Brands: Nickelodeon, Nick Jr., Spongebob SquarePants, Comedy Central (till October 2016).

### iYoni App

#### Social Media Manager

listopada 2022 - stycznia 2024 (1 rok 3 mies.)

- Developing and delivering integrated content strategies for social media platforms (Facebook, Instagram, LinkedIn).
- Increasing customer engagement through social media.
- Creating content calendars.
- Influencer research.
- Market intelligence research.

### FlixClassic

#### Social Media Manager

stycznia 2022 - lipca 2023 (1 rok 7 mies.)

Remote

- Developing and delivering innovative content for social media platforms (Facebook, Instagram, TikTok, LinkedIn).
- Increasing customer engagement through social media.
- PR activities - contacting journalists, bloggers, influencers.
- Uploading and scheduling audio and video versions of podcast episodes.
- Graphic design and video editing.
- Copywriting - social media posts, press notes.
- Market intelligence research.
- YouTube channel management.

### Kayax

#### Content Creator | Project Manager

stycznia 2021 - stycznia 2022 (1 rok 1 miesiąc)

Warszawa, Woj. Mazowieckie, Polska

- Development and delivery of innovative content for social media platforms.
- Monitoring a channel social media performance and delivering regular reports.
- Community management.

- Copywriting: social media posts, articles, press releases.
- Music management.
- PR activities.
- Video production.

## Medicover Poland

### Digital Marketing Specialist

lipca 2020 - stycznia 2021 (7 mies.)

Warszawa, Woj. Mazowieckie, Polska

- Development and delivery of integrated content strategies for social media platforms.
- Outsourcing SEO articles to a third party agency.
- Creation of content calendars.
- Supervising the operation of Google My Business Profiles.
- Collaboration with managers of dental clinics.
- Monitoring a channel social media performance and delivering regular reports.
- Influencer research.
- Market intelligence research

## Made in PR

### Content Designer

lutego 2019 - lipca 2020 (1 rok 6 mies.)

Warszawa, woj. mazowieckie, Polska

- Development and delivery of integrated content strategies for social media platforms (B2C & B2B).
- Community management.
- Creation of content calendars.
- Copywriting: social media posts, blogs, commercials scripts.
- Monitoring a channel social media performance and delivering regular reports.
- Market intelligence research.
- Influencer research.

Brands: Castorama, Essilor, DUKA, Gothaer/Wiener, Unidevelopment.

## Atomclick Sp. z o.o.

### Content Creator

lutego 2017 - października 2018 (1 rok 9 mies.)

Warszawa, woj. mazowieckie, Polska

- Development and delivery of integrated content strategies for social media platforms.
- Community management.
- Creation of content calendars.
- Copywriting: social media posts, blogs, commercials scripts.
- Monitoring a channel social media performance and delivering regular reports.
- Market intelligence research.
- Influencer research.

Brands: Sanofi, Ferrero, Nestlé Waters, Roche Polska.

### Heart on Fire

#### Marketing Copywriter

lutego 2016 - lutego 2017 (1 rok 1 miesiąc)

Warszawa, woj. mazowieckie, Polska

- Development and delivery of integrated content strategies for social media platforms.
- Community management.
- Creation of content calendars.
- Copywriting: social media posts, blogs, product descriptions.
- Market intelligence research.
- Influencer research.

Brands: PLNY LALA, PLNY TEXTYLIA, Dziedzic Pruski,

### Agora SA

#### Journalist / Producer

lipca 2013 - stycznia 2016 (2 lata 7 mies.)

Warszawa, woj. mazowieckie, Polska

- Conducting interviews.
- Sound editing.
- Social media community management.

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## Wykształcenie

### Szkoła Filmowa w Łodzi (PWSFTviT)

Magister (Mgr), Organizacja produkcji filmowej i telewizyjnej · (2018 - 2021)

### Uniwersytet SWPS

