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## MARKETING SPECIALIST

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Experienced marketer, social media specialist, analyst, and content media creator with 6 years of experience in online marketing

Managed and developed the main social media marketing campaigns and company website

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### SOFTWARE

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- MailChimp
- Trello
- Redmine
- ClickUp
- Meta Ads
- SoTrender
- WordPress
- Adobe Photoshop
- Adobe Premiere

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### SKILLS

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- Creativity and resourcefulness
- Teamwork ability, also as the team leader (defining strategy, objectives implementation, task delegation and enforcement of them)
- High communication skills (both in Polish and English)
- Ability to establish effective relations even with challenging customers
- Indomitable hunger of knowledge and self-development
- Ability to work under time pressure (crisis management included)

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### EDUCATION

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#### **Akademia Pedagogiki Specjalnej**

TRAINING PEOPLE WITH SPEAKING DISABILITIES (SPEECH-LANGUAGE PATHOLOGY)

#### **Akademia Leona Koźmińskiego**

LAW



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## EXPERIENCE

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### **Senior Social Media Specialist**

INTER CARS S.A.

MAY 2023 – AUGUST 2023

- Developing and executing comprehensive social media strategies to enhance brand presence and drive engagement within the automotive aftermarket industry.
- Managing all social media platforms (Facebook, Instagram, LinkedIn, YouTube, etc.) to maintain consistent messaging and content dissemination.
- Overseeing the creation and implementation of compelling and visually appealing content, including graphics, videos, and written posts, to resonate with the target audience and increase organic reach.
- Monitoring industry trends, competitor activities, and social media analytics to identify opportunities for growth and improvement, leveraging data-driven insights to optimize strategies and campaigns.
- Collaborating cross-functionally with marketing, sales, and product teams to align social media efforts with overall company objectives and product launches.
- Implementing and managing paid social media advertising campaigns to drive website traffic, increase conversions, and achieve measurable ROI.
- Leading and mentoring a team of social media specialists, fostering their professional growth and ensuring the successful execution of social media initiatives.

### **Office Manager Junior Accountant**

EURO – FUND

FEBRUARY 2022 – SEPTEMBER 2022

- Daily office management sourcing, managing services providers, responding to the needs of the Managing Board
- Administrative assistance for customers both with the Social Insurance Institution and the Governor Revenue Office as well as the Migration Office
- Preparing documents for EU projects according to regulations
- Invoicing
- Basic bookkeeping

### **Head of Social Media**

RUNAWAYS SOCIAL MEDIA AND MORE

MAY 2021 – SEPTEMBER 2021

- Team management and supervision
- Post range forecasting based on the advertising campaign data
- Creating external communication for brands based on the campaign data
- Acquisition of the new clients
- Offers preparation

### **Senior Social Media Manager**

GREEN PARROT

MARCH 2021 – MAY 2021

- Social Media – communication strategy, creating and conducting brand fan pages for Zeiss, Polbruk, CEWE
- Cooperating with graphic designers
- Supervising moderators` performance

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## EXPERIENCE

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### **Senior Account Executive**

M&CC CONSULTANTS

DECEMBER 2019 - JULY 2020

- Managing the Polish edition of the CSR project "Time for Vision" for the Essilor Group
- Writing press releases, SEO texts for the campaign website as well as articles for the media, both online and offline
- Taking part in creating the new website design and refreshed communications.
- Preparing the new Key Visual concept in cooperation with the design studio.
- Monitoring of social media, online media, and traditional media
- Participating in the creation of new communication strategies during the lockdown period
- Experts` placement in the media, both traditional and online. Managing paid campaigns on social media platforms (Facebook, Instagram) and reporting to the management
- Direct contact with client and campaign experts. Production of the launching event of the next edition of the campaign (over 100 guests invited, as well as media)

### **Marketing Manager**

SHARESPACE

NOVEMBER 2018 - OCTOBER 2019

- Creation of the external brand communication (content in English and Polish for social media channels, www, and blog)
- Video content production (scriptwriting, production, postproduction)
- Creating content for the media - writing press releases, statements, and articles
- Monitoring all the mentions in social media, and online media
- Implementation of the marketing strategy (creating content, photo shooting, video production, graphic design)

### **Social Media Manager**

CLICKAD INTERACTIVE

AUGUST 2018 - OCTOBER 2018

- Creating and moderating content for social media channels (Facebook, Instagram, LinkedIn, YouTube, Twitter)
  - Co-creating communication and campaigns
  - Overseeing moderators` performance
  - Cooperating with graphic designers for such brands as PGE, AVIKO, and The Polish Chamber of Veterinarians
  - Statistics creating and reporting
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### **Product Manager**

PURRCODE

APRIL 2018 – JULY 2018

- Coordinating work of frontend and backend developers
- Project supervision
- Client acquisition and communication
- Collaborating with www development (copywriting)

### **Social Media Manager**

EDIPRESSE POLSKA

JANUARY 2017 – DECEMBER 2017

- Analyzing and reporting statistical data copywriting, proofreading, moderating, and creating content for social media platforms (Facebook, Instagram)
  - CMS platform and video editing for Polki.pl website
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