

Certifications

SEO & Google Ads - PR CAMP

Digital Product

User Experience Research

Digital Marketing - advanced

Storytelling for Impact: Graphic

Marketing | Content Specialist

Warszawa, Woj. Mazowieckie, Polska

Doświadczenie

Freelancing

Digital Marketing Specialist

styczeń 2021 - Present (3 lata 7 mies.)

As a freelancer, I have experience with creating communication and marketing strategies, advertising campaigns and a wide variety of content for social media and websites. My customers belong for different industries, so I achieved a various skills to deliver the unique needs of different sectors.

Key Responsibilities:

- conducting thorough research and analysis of the market and competitors
- developing detailed user personas to target specific audiences effectively
- designing eye-catching graphics and producing engaging video materials
- creating and optimizing marketing campaigns using Meta Business Suite
- implementing strategies to enhance reach and engagement
- administration and updating websites via CMS systems

SOLGEN Sp. z o.o.

Marketing Specialist

październik 2023 - marzec 2024 (6 mies.)

I was responsible for coordinating marketing actions, preparing quarterly plans, adjusting KPIs, managing budgets, and supervising projects. My role also included creating and optimizing marketing campaigns, generating content and mailing campaigns.

Key Responsibilities:

- developing quarterly marketing plans and adjusting KPIs to align with strategic goals
- supervising projects and managing budgets to ensure cost-effective marketing strategies
- creating and optimizing marketing campaigns using Meta Business Suite
- crafting and moderating social media and websites content (video, graphics, text)
- developing and executing mailing campaigns for both B2B and B2C segments
- managing websites and conducting usability examinations to excel user experience

Cambridge School of English Sp. z o.o.
Digital Marketing Specialist
marzec 2022 - sierpień 2023 (1 rok 6 mies.)

I have been actively involved in creating and executing online marketing strategies, coordinating promotional activities and managing the introduction of new products. Additionally, I have been managing the implementation of partnership programs and establishment of affiliate networks with influencers.

Key Responsibilities:

- participating in the creation and realization of online marketing strategies
- coordinating promotional actions for B2B and B2C segments
- implementing partnership programs and managing affiliate networks with influencers
- conducting comprehensive market analyses to identify trends and opportunities
- moderating and creating social media content (video, graphics, text)
- managing an e-commerce (product adjustments, description and pricing updates)

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Communication Specialist
sierpień 2021 - wrzesień 2022 (1 rok 2 mies.)

My duties were to take care about customer service and data management, included conducting client interviews, assisting Polish and foreign clients, managing data with CRM software and forwarding leads to relevant departments.

Institute of Infographics Sp. z o.o.

UX Researcher
styczeń 2022 - kwiecień 2022 (4 mies.)

I have collaborated on developing an innovative e-commerce platform. My responsibilities included conducting research, defining software requirements, preparing competitor analyses and supporting the creation of interface prototypes and information architecture.

Wykształcenie

Uniwersytet Jagielloński w Krakowie
Bachelor's degree, Information Management · (2020 - 2023)

AGH University of Krakow

Postgraduate Degree, Digital Marketing · (2024 - 2025)
