

Senior Communication Specialist

Summary

Bilingual (Polish-English) marketing executive with experience in online and offline marketing (B2B, B2C & B2D), internal and external communications, branding, PR, event planning, management and market research in big and small companies in the UK, Poland and Malta, following degrees in MSc Econ in Advanced Marketing Specialist Masters (Merit), BA Hons in Media and Communication Studies (First Honours Degree) in the UK is looking for a new job opportunity.

Experience

Sii Poland

Senior Communications Specialist

May 2023 - Present (1 year 4 months)

Poznań, Wielkopolskie, Poland

- Working for one of Sii's clients, a worldwide corporation
- Being part of the User Engagement Team and formerly the Organisational Change Management and Training Stream
- Managing internal communication and change management activities
- Developing inspiring communication strategies that foster a strong community
- Designing a detailed communications plan
- Creating engaging content in English including newsletters, emails, presentations, videos, intranet updates, docupedia, and wiki pages
- Ensuring clear and consistent messaging across all channels
- Marketing training courses and monthly IT forums
- Managing online events and facilitation
- Coordinating translations for various languages
- Conducting market research among users from various countries (mainly interviews)
- Analyzing data and preparing reports
- Liaising with stakeholders from various locations

Top Skills

Agile Project Management

HTML

Confluence

Languages

English (Native or Bilingual)

Polish (Native or Bilingual)

German (Limited Working)

Certifications

Preparing to teach in the Lifelong Learning Sector

Professional Development Award in Marketing (Level 4)

- Participated in a mentoring program at Sii focused on internal communication, change management, and Agile
- Participating in a Buddy program at Sii to assist in onboarding new employees
- Actively engaging in the Badminton community at Sii (awarded an Athlete badge)
- Volunteering at Sii, such as painting the balcony at the Elderly Home and donating money to various causes supported by the company

Kind

Senior Marketing Specialist

January 2023 - April 2023 (4 months)

Poznań, Wielkopolskie, Poland

- Marketing and communicating long and short-term tasks, projects, and campaigns for a German-origin company, a leader in selling hearing aids and testing in Poland
- Managing pre-, during, and post-production of brand awareness campaigns, negotiating contracts, and coordinating photo & film shoots, as well as interviews with models and agencies
- Creating a media plan for brand awareness campaigns (online and offline)
- Developing monthly Facebook plans, writing texts, coordinating with agencies for graphics and ads, and engaging with comments and private messages
- Assisting the SEO & Google Ads Manager in setting up campaigns with correct keywords and ensuring compliance with Polish law (using tools like Sistrix, Answer the Public)
- Writing SEO-optimized articles, posts, and landing pages with effective calls to action
- Researching new advertising laws in the medical sector and advising on necessary steps and changes within the company
- Publishing internal news via Intranet and managing queries from 120 shops (using Helpdesk, Uberall, SQL, Eurosoft)
- Managing website content (using EPI CMS) and planning newsletter content and distribution (using Freshmail)
- Creating reports and PowerPoint presentations, and presenting results to the CEO
- Managing budgets, requesting quotes for products and services

Troton Sp. z o.o.

Communication Manager

October 2021 - December 2022 (1 year 3 months)

Poznan Metropolitan Area

- Preparing B2B texts and translation into English for printing and online materials including newsletter, website, SEO, and Social Media to help with sales of products and promotion of the Training Centre for Troton
- Creating catalogs, leaflets, banners, and posters - planning, structure, texts, liaison with graphic designers and printers
- Being responsible for media liaison, creating press releases, news, and articles to help with recruitment and the company's image, sponsorship, and CSR campaigns
- Creating various presentations in Powerpoint and case studies
- Preparing, coordinating, and implementing marketing campaigns using Bitrix PMT/CRM
- Introducing a new Corporate Identity, marketing, and communication campaigns for 3 brands, a new PL & ENG website with over 250 products, new renders of products, and photo & video sessions
- Creating and managing content in Polish and English for Social Media and websites using CMS WordPress
- Managing contact form requests - replying and redirecting to the correct departments
- Writing rules, terms, and statutes
- Being responsible for event management (trade stand and marketing for German Automechanika and American SEMA, the World Bee Day)
- Analyzing competition and trends, and proposing new solutions
- Being responsible for internal and external cooperation with clients, agencies, partners, providers, printers, graphic designers, and video makers
- Negotiating prices and terms including printing, freebies, presents for distributors, and barter agreements negotiation
- Managing budget

Malkowski-Martech SA

Marketing Specialist

November 2020 - October 2021 (1 year)

Poznan Metropolitan Area

- Creating and coordinating a marketing plan for the company, which produces fire protection solutions for Poland and the EU
- Suggesting appropriate communication channels for a target audience: B2B & B2D
- Rebranding, coordination, and implementation of these changes in the firm
- Organizing Installation and Technical Training Courses for Sales Partners in Poland and the EU, and promoting them online

- Being responsible for media plans, ad campaigns, and content marketing writing texts, photo research, liaison with graphics and printers for printed materials, old and new websites (CMS), weekly posts on Social Media (Facebook & LinkedIn), and monthly newsletters (GetResponse)
- Planning and coordinating photo and video sessions
- Planning and coordinating marketing and communication activities and paid campaigns with an Ad Agency, SEO and Google Adwords Agency, and printers
- Writing press, online articles, and ads
- Creating and managing an annual marketing budget plan
- Creating PowerPoint and Prezi presentations
- Coordinating and ordering translating services
- Optimizing campaigns, monitoring results, and advising on paid Social Media, newsletter, and Google Ads campaigns as well as SEO results
- Updating content on the website

For Your Business/ILE

Marketing Manager

September 2014 - October 2020 (6 years 2 months)

PL/UK/Malta

- Planning marketing activities online and offline mainly for B2C small and medium size clients such as ATL (radio, banners, leaflets, posters, and newspapers) and BTL (Social Media, PR, and email marketing)
- Developing and managing social media platforms and ad campaigns on Facebook, Instagram, and Pinterest
- Creating monthly and weekly media plans, texts, and graphics
- Creating and updating websites using CMS WordPress, content marketing, and SEO
- Liaising with media agencies, and negotiating ads for clients
- Managing events including pre-during-post promotion, and taking photos
- Analyzing competition and preparing reports and presentations
- Delivering training for groups and individuals in the field of marketing and social media in Polish and English
- Introducing an English language franchise in a new market - branding, and marketing online and offline to meet sales targets

Businesses and University

Trainer and Lecturer

September 2012 - July 2013 (11 months)

Wrexham, UK

Devised and delivered professional training courses to various companies as well as lectures at Glyndwr University (Media and Business Departments) in the field of integrated marketing and social media. Came up with practical exercises for students in liaison between the charity AVOW and the Media Department of Glyndwr University.

AVOW (Association of Voluntary Organisations in Wrexham)

Marketing and Communications Officer

May 2011 - July 2013 (2 years 3 months)

Wrexham, Wales, UK

- Planning and implementing an Integrated Marketing and Communications Strategy for AVOW charity taking into account the budget and resources available
- Designing Marketing and Communications materials such as posters, leaflets, booklets, calendars, website, and social media graphics using Adobe Indesign
- Managing events and various projects simultaneously which required communication skills, customer relationship management, teamworking skills, attention to detail, and working toward deadlines
- Being responsible for PR online and offline management
- Social Media and Digital Marketing using CMS WordPress and Hootsuite
- Providing lectures in marketing and Social Media at Glyndwr University

Education

University of Wales, Aberystwyth

MSc Econ Advanced Marketing Specialist Masters, Marketing · (2009 - 2011)

University of Wales, Aberystwyth

BA Hons Media and Communication Studies · (2006 - 2009)
