

Główne umiejętności

Marketing Strategy

Project Management

SEO

Languages

English (Native or Bilingual) French
(Full Professional)

Polish (Native or Bilingual) Spanish
(Professional Working)

Certifications

The Online Marketing Fundamentals
Sustainable Tourism: Society &
Environmental Aspects

Technical SEO Certification

Agile Product Owner Role:
Foundation

Specjalista SEO | Analityk SEO | Optymalizacja Stron Internetowych

Podsumowanie

Energetic relationship-builder who quickly gains the trust and respect of clients, senior management, external partners, cross-functional teams, and key decision-makers to deliver strategies that align with performance and long-term business goals.

Professional with 10 years of experience in the travel industry and specialization in search engine optimization. Strong analytical skills, sharp focus on delivering quantifiable results as well as thorough market research provide optimal conditions for testing and implementing SEO strategies.

Doświadczenie

TourRadar

Technical SEO Analyst

marca 2023 - Present (1 rok 6 mies.)

Onely

2 lata 3 mies.

SEO Manager

listopada 2022 - marca 2023 (5 mies.)

Technical SEO Specialist

kwietnia 2022 - października 2022 (7 mies.)

- Spoke at the online International Search Summit about findings of an international index coverage research I oversaw.

Junior Technical SEO Specialist

stycznia 2021 - marca 2022 (1 rok 3 mies.)

- Conducted supervised technical SEO audits focused on optimization of crawling & indexing strategy, website structure and migration.
- Lead multiple online workshops including one for Women in Tech SEO

Key Achievements:

✓ Crawling and indexing strategy change contributed to 175% growth in clicks (from 85.2K to 235K) and 1,138% of impressions (from 6.33M to 78.4M) in 3 months.

Bluerank

SEO Specialist

listopada 2019 - grudnia 2020 (1 rok 2 mies.)

Lodz, Lodz District, Poland

- Managed SEO projects for Polish and international brands
- Conducted SEO audits, created optimization strategies and successfully oversaw their implementations

Key Achievements:

✓ Grew organic sessions by 165% and new users by 468% on a company blog over 3Q

✓ Grew organic sessions by 49% Q over Q, and 54% YoY for Black Friday (fashion industry)

TourRadar

3 lata

SEO Analyst

sierpnia 2018 - lipca 2019 (1 rok)

- Managed a remote team who conducted online research supporting SEO KPIs
- Responsible for identifying and optimizing underperforming pages and working with related teams to increase performance
- Accountable for on-page optimizations and conducting keyword research leading to the creation of new pages
- Managed a project aiming at increasing revenue from well-performing pages in collaboration with Business Development and Content teams

Key Achievements:

✓ Contributed to creating cluster pages that reached 5k sessions per month only after 6 months from launching

✓ Increased monthly sessions to a group of pages by 63% from 46.6k to 76k

✓ Doubled productivity of the remote team by encouraging teamwork and introducing knowledge-sharing platforms

- ✓ Created an interdepartmental workflow (between SEO and Business Development) to maximize conversion from the best-performing pages

Travel Expert

sierpnia 2016 - lipca 2018 (2 lata)

Toronto, Canada Area

- Accountable for excellent customer service pre- and post-sales
- Created customer support tools to improve on-boarding, training, and increasing effectiveness of team members
- Responsible for complaint resolution

Key Achievements:

- ✓ Zero negative feedback record
- ✓ Solved customer complaints within 3 days from posting (on average)
- ✓ Contributed to a 25% decrease in customer service representative touch points by creating customized email workflows.

Discover the World - Global

Inside Sales Support

czerwca 2016 - lipca 2016 (2 mies.)

Toronto, Canada Area

- Managed customer relations in French and English for Expedia TAAP program for stakeholders in the US and Canada
- Created email workflow that increased the efficiency of communication and improved attention to detail

Shanti Adventure Tours Pvt Ltd. Ltd

4 lata 1 miesiąc

Sales Manager

czerwca 2012 - października 2015 (3 lata 5 mies.)

Colombo, Sri Lanka

- Managed a diverse team of up to 10 Travel Designers who designed customized travel tours for international clients seeking to discover Sri Lanka and Maldives
- Accountable for hiring, training, and supervising team members in their day-to-day operations
- Collaborated with the Marketing and Sales team by writing attractive content for the various online platforms to improve the quality of leads and boost the amount of customer inquiries

- Built and maintained relationships with colleagues, departments, and business partners both locally and overseas

Key Achievements:

- ✓ Grew sales year-over-year including a 40% increase from 2015 to 2016, peaking at €2 million in annual revenues
- ✓ Created a new training program that allowed new team members to achieve their sales targets within their first month instead of their 3rd month by introducing a 2-week orientation program and establishing a regular coaching schedule to review and resolve ongoing issues; training program served as a base model for other offices in Asia
- ✓ Achieved a 96% client satisfaction rate by introducing an enhanced customer feedback survey that allowed the company to identify and address customer concerns and comments
- ✓ Improved productivity and customer service by introducing a structured seasonal workflow to adjust staff duties during the low and peak seasons to maximize productivity and staff knowledge
- ✓ Achieved a 40% promotion rate for team members by successfully training and mentoring them
- ✓ Strengthened team communication and cohesiveness by initiating daily and weekly meetings to share strategies

Travel Designer

października 2011 - maja 2012 (8 mies.)

Colombo, Sri Lanka

- Communicated with clients, identified their needs, and tailored travel tours in Sri Lanka and Maldives
- Created predesigned packaged tours for the websites to capture new market segments and raise brand awareness

Key Achievements:

- ✓ Always exceeded monthly sales targets after first two months and sold over €240,000 worth of tours
- ✓ Achieved a perfect 100% customer satisfaction rate by providing expert client service and support
- ✓ Sold the largest tour package on record at the time worth over €20,000 through successful upselling and negotiations
- ✓ Promoted to Sales Manager for always exceeding all work and performance expectations

Informatics International Limited

Marketing & Communications Executive

kwietnia 2010 - września 2011 (1 rok 6 mies.)

- Codesigned online promotional materials, executed online marketing strategies, and provided content for various online platforms including websites, email marketing campaigns, surveys, and newsletters
- Collaborated with inter-departmental teams to develop and introduce new services for various subsidiaries

Key Achievements:

- ✓ Contributed to the introduction of online and email marketing campaigns
- ✓ Successfully designed and launched websites and marketing campaigns for various departments

Makao

Junior Event Manager

sierpnia 2009 - marca 2010 (8 mies.)

- Conceptualized, planned, and managed events for corporate clients for the startup company such as team building initiatives, incentive weekends, conferences, and corporate celebrations
- Translated the company's web content and promotional material to French and English

Instytut Podstaw Informatyki PAN

Data Collector

września 2008 - marca 2009 (7 mies.)

- Gathered data for a study on quality of Polish spoken language and processed it in preparation for further analysis

Europe Unlimited

Assistant in the Product Management Department

marca 2008 - maja 2008 (3 mies.)

- Arranged events to facilitate dialogue between venture capitalists and startup IT and biotechnology companies
- Managed communication materials for clients and selected venues and event entertainment

Courtyard by Marriott

Housekeeping Supervisor

lipca 2006 - września 2006 (3 mies.)

- Led, supervised, and trained a team of 5 housekeepers in their day-to-day duties
- Created timetables, set weekly goals, evaluated performance, and reported results to management

PwC

PricewaterhouseCoopers Regional Ambassador
czerwca 2005 - czerwca 2006 (1 rok 1 miesiąc)

- Planned national recruitment campaigns and local events to promote internships and entry-level jobs
- Organized seminars, events, radio broadcasts, articles in local newspapers and student outlets
- Conducted presentations at all universities in Lodz to increase brand visibility

Wykształcenie

Master's Degree, International Relations Master's Degree with major in International Trade · (2004 - 2009)

Faculdades Metropolitanas Unidas

Globalization, Regionalization and Development Dimensioned by the Information Society · (2009 - 2009)

International Economics · (2007 - 2007)