



writing my way out of trouble
since the year dot

INTRO

Back in my teenage years, I reasoned my parents into buying a dog via a sequence of well-argued letters. Nowadays, I call myself copywriter, but not much has changed since then. **I help brands with telling stories that convince and bring value.** After all, our dog was the best thing that could happen to us. His name was Churchill, and he loved drinking beer.

Since web copywriting has always made up the largest portion of my contracts, I have gradually made my way into the fascinating world of IT, first by applying SEO principles in my texts, later by acquiring good knowledge of front-end development, confidently using **HTML, CSS, JavaScript and Vue.js**.

HARD SKILLS

- Copywriting & Content Creation
- Brand Building & Public Relations
- Interviewing & Journalism
- Front-end Development

SOFT SKILLS

CRITICALLY THINKING: I always approach problems systematically, objectively and with calm from the get go.

CREATIVE SPIRIT: However, I can consciously switch from analytical to creative flow in order to generate fresh ideas or designs.

=> The ability to enter these very different states of mind helps me immensely in both copywriting and coding.

& If you asked my colleagues, they would call me **INDEPENDENT**: I take responsibility for my projects and make clear decisions to complete them successfully and in time.

LANGUAGES & ICT SKILLS

English: level C2 | CAE Certificate
French: level C1 | DALF Certificate
Adobe CC (Indesign, Photoshop)
Google Analytics & Google Adwords

MAGDALÉNA SELINGEROVÁ

COPYWRITER & CODER

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I emerge as an **INTJ** type in the Myers-Briggs test.

WORK EXPERIENCE

Public Relations Manager

Transparent Communications | Jul 2014 - present

- in the last 6 years at Transparent, I have been managing PR strategy for various (non)commercial clients, helping them in their effort to appeal to the general public, other businesses and internal stakeholders, while securing top-position earned media space for their messages
- my day-to-day job includes copywriting, maintaining close relations with media representatives, creating communication strategies, crafting content ideas, designing magazine layouts or social media visuals

Copywriter & Brand Specialist

Atelier Židlický | May 2019 - present

- I collaborate with Atelier as a freelance consultant on brand building strategies and content marketing, and as a copywriter
- teaming up with Atelier's specialists, I primarily advise on web development and create authentic narrative within the web copy

Community Manager (Bluebook Trainee)

European Commission | Oct 2016 - Jun 2017

- I was managing Facebook and Twitter accounts of the European commission's Embassy in Malta during the intense period of Maltese Presidency of the Council of the European Union
- Tasks: providing text, audio-visual and graphic design content for the channels and print media; attending press conferences/events, interviewing high-rank politicians, providing LIVE coverage and streaming

Account Executive

Ogilvy Public Relations | Sep 2012 - Sep 2013

- in the Ogilvy PR lifestyle team, my principle responsibilities consisted of monitoring the media and copywriting for various brands as Kozel (Czech brewery), Tondach (roofing producer) and OBI (DIY retail)

FORMAL EDUCATION & COURSES

Digital Academy - Web Creation

Intensive Course | Feb 2020 - Jun 2020

- acquired practical knowledge of HTML, CSS, JavaScript and Vue.js
- as a final project, created a web application dedicated to individual donorship => [link](#)

Erasmus University Rotterdam

Master of Arts | Aug 2013 - Aug 2014

M.A. Media, Culture and Society, graduated Cum Laude

- conducted a critical discourse analysis for Master thesis - a comparative study of the Czech and British media when reporting on Roma minority

Charles University in Prague

Bachelor Degree | Sep 2009 - May 2013

Bc. Marketing Communications and Public Relations

- conducted a Bachelor thesis on political marketing, examining the campaign of French presidential candidate Francois Hollande in 2012
- awarded merit scholarship

OUTSIDE WORK

I cannot resist travelling (while trying to get a grasp on the local language) or getting thrilled by a good theatre play or a book. I believe that the best view of any city or landscape is the view from the bike's saddle.