

Magdalena Urbaniak

Global Communications Manager at Brand24 | CEO at Tractormania.pl | Quora Top Writer 2017

Summary

Communication is the key to building strong relationships, content, and brands. This is what I love doing every day. The only thing I can not imagine is a day without a tractor.

Experience

Global Communications Manager at Brand24

January 2016 - Present

I take care of global communication at Brand24. I believe that influencer marketing is the most promising way to build honest relations and support both personalities and brands. I love to share insights on social media and marketing on our and external blogs. I host BrandTalks podcast where I have a pleasure to talk with wonderful experts in the industry.

Founder and CEO at Tractormania.pl

October 2014 - Present

I do everything in here. And more.

Top Writer at Quora

January 2017 - Present

Associate Lecturer at Wyższa Szkoła Handlowa we Wrocławiu

February 2017 - Present

I share my knowledge and insights on monitoring and analytics in e-commerce for MBA students.

Project Manager

June 2016 - Present

Public Relations Specialist

October 2012 - September 2014 (2 years)

- planning publicity strategies and campaigns
- writing and producing presentations and press releases
- dealing with enquiries from the public, the press, and related organizations
- organising promotional events such as press conferences, open days, exhibitions, presentations
- providing clients with information about new promotional opportunities and current PR campaigns
- progress
- analyzing media coverage

- liaising with clients, managerial and journalistic staff about budgets, timescales and objectives designing,
- writing and producing presentations, press releases, articles, leaflets, 'in-house' journals, reports, publicity brochures, information for web sites and promotional videos

Public Relations Specialist

February 2010 - December 2012 (2 years 11 months)

- Media Relations
- Strategic Communications
- Social Media
- Spokesperson

Public Relations Specialist - Internship

November 2011 - February 2012 (4 months)

- Media Monitoring
- Media Relations
- Strategic Communications
- Press Releases

Specjalista ds. Klienta Biznesowego - Internship at Media Verse sp. z o. o.

January 2011 - May 2011 (5 months)

- Contact B2B
- Communication strategy
- CI strategy

Education

European Academy of Diplomacy

Master's degree, External Service, 2012 - 2013

Uniwersytet Wrocławski / University of Wrocław

Master Degree, International Relations and Affairs, 2011 - 2013

University of Lower Silesia

Bachelor of Science, Journalism and Communication, spec. Public Relations, 2008 - 2011

University of Paris VIII

Bachelor of Science, Journalism and Mass Communication, 2009 - 2010

Honors and Awards

Semi-finalist of the contest "PRactice abroad", Semi-finalist of the contest "PRactice abroad", Finalist of "Ale Sztuka!"

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[Contact Magdalena on LinkedIn](#)