



## CONTACT



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175 CHARLES STREE, FLAT 1, LEICESTER,  
LE1 1AR

## EDUCATION



II LICEUM OGOLNOKSZTALCACE,  
JASLO, POLAND (SIXTH FORM)  
(2014-2017)

GINNAZJUM W N. Z., NOWY ZMIGROD,  
POLAND (SECONDARY SCHOOL)  
(2009-2014)



DE MONTFORT UNIVERSITY  
(2017-2020)  
FIRST CLASS DEGREE IN ENGLISH LANGUAGE AND MEDIA

## SKILLS



### TECHNICAL SKILLS

- MICROSOFT OFFICE (WORD, EXCEL, POWERPOINT)
- BASIC SKILLS: ADOBE PHOTOSHOP, ADOBE AFTER EFFECTS,
- INTERMEDIATE SKILLS: CANVA, ADOBE PREMIERE (EDITING VIDEOS), HTML, CSS, HOOTSUITE



### SOFT SKILLS

- GREAT UNDERSTANDING OF HOW SOCIAL MEDIA AND CONTENT WORK
- ORGANISED, WITH THE ABILITY TO PAY ATTENTION TO DETAIL
- EXCELLENT COMMUNICATION SKILLS
- ABILITY TO MULTI-TASK
- CONFIDENT IN WORKING INDEPENDENTLY AS WELL AS PART OF A TEAM
- CRITICAL REASONING AND ANALYSIS

# MAGDALENA STOPA

## PERSONAL PROFILE



I have recently graduated with English Language and Media First Class Degree from De Montfort University. I have always been a motivated individual who loves learning new things. Currently, I am studying Strategic and Digital Marketing MSc until September and I am looking for a part-time job. Having my own blog and YouTube channel taught me a lot of different skills such as: creative thinking, writing, researching, taking and editing photos, recording and editing videos. Also, I love learning how social media and marketing work. My studies help me to develop critical thinking and knowledge about marketing concepts that can be apply in real life situations. I would love to get more experience in marketing as I can see myself working in that field.

## EMPLOYMENT



### Digital Marketing, Avon

(2016, Poland)

- Working with Avon during their advertising campaign
- Preparing, recording a video for the campaign and editing the video
- Engaging with the audience and responding to their questions about the company

### Social Media Influencer

(2016-2019)

- Promoting brands through social media such as YouTube and Instagram.
- Engaging with audience and responding to their questions about the companies and their products

### Waitress, TCS agency

(2017-2019, across England)

- Serving customers in a polite, professional manner
- Setting up tables & cleaning tables

### Customer Service, Sitel

(2020-2021)

- handling outbound calls

## VOLUNTARY



### Translator

(2014-2017, Sixth Form)

- Helping students with English

### Social Media Manager

(2018-2019, Stewart and Maclean, Travel Company)

- Providing social media strategies
- Managing social media
- Gaining followers and potential customers

### Content Creator

(2019, MyNeedToLive)

- Writing posts for the website

### Content Creator

(2015.-now, my blog and YouTube)

- Writing content for my blog
- Recording and editing videos
- Taking and editing photos

## PORTFOLIO

Portfolio (my website project): <https://magdas98.github.io/website-portfolio/index.html>

Portfolio (design): <https://p-17207167.blogspot.com/> (university work)

My blog: <https://www.mada-blog.com/> (in Polish and English)

My YouTube: <https://www.youtube.com/channel/UCjJiHF3FnUDtYbiKaIUJqha>

# Magdalena Stopa

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## Current Education

**De Montfort University, Leicester, (September 2021- ) – Masters in Strategic and Digital Marketing**

### Key Skills:

#### Technical Skills:

- Microsoft Office (Word, Excel, PowerPoint)
- Basic skills: Adobe Photoshop, Adobe Illustrator, Adobe After Effects
- Basic skills: JavaScript
- Intermediate skills: Adobe Premiere (editing videos)
- Intermediate skills: HTML, CSS

#### Soft Skills:

- Good understanding of how social media and content work
- Organised, with the ability to pay attention to detail
- Excellent communication skills
- Ability to multi-task
- Confident in working independently as well as part of a team
- Critical reasoning and analysis

### Employment:

#### Online Marketing, Avon Products, Inc., Poland, June 2016 – July 2016

- Working with Avon during their advertising campaign
- Preparing, recording a video for the campaign and editing the video
- Engaging with the audience and responding to their questions about the company

#### Digital Influencer, 2016-2019

- Promoting brands through social media such as YouTube and Instagram
- Engaging with the audience and responding to their questions about the companies and their products

#### Waitress, TCS agency, across the UK, October 2017 – June 2019

- Serving customers in a polite, professional manner
- Taking orders
- Greeting guests
- Setting up tables & cleaning tables

### **Picker & Packer, Neovia Logistics, August 2019 – January 2020**

- Picking and packing Land Rover spares
- Printing documents

### **Voluntary Work:**

- **Secondary School in Poland, translator (2014-2017)**
  - Helping students with English
- **Stewart and MacLean, social media manager, November 2018-March 2019**
  - Providing social media strategies
  - Managing social media
  - Gaining more followers and potential customers
- **MyNeedToLive, content creator, May 2019 – June 2019**
  - Writing posts for the website

### **Additional Education:**

- **II Liceum Ogólnokształcące, Jasło, Poland (sixth form), September 2014 – April 2017**
- **Gimnazjum w N. Z., Nowy Zmigrod, Poland (secondary school), September 2009 – June 2014**

### **Interests:**

- I love writing posts on my blog ([Link](#)) and making videos on YouTube ([Link](#)). This is where I share my thoughts about different things such as my journey with IBD illness, living abroad and travelling. I also connect with people on the platform.
- During my free time, I also like reading news and books, learning about marketing, health, skincare, makeup and watching films.
- Social media savvy: I follow people who give me inspiration, also I post my photos from photo sessions and travels on Instagram (@mada\_blog).
- Photography: I love taking photos and posting them on my blog and Instagram.
- Languages: Polish and English.

## Certifications:



# Digital & Data Driven Marketing Certificate

This is to certify that;

**Magdalena Stopa**

has successfully completed the following course:  
**Digital & Data Driven Marketing Certificate**

A handwritten signature in black ink, appearing to read "CCM", is positioned above the printed name and title of the signatory.

Chris Combemale F IDM  
CEO, Data & Marketing Association

Part of  
**DM**  
Data &  
Marketing  
Association **A**



## Award in Marketing

This is to certify that;

**Magdalena Stopa**

has successfully completed the following course:  
**Award in Marketing**

A handwritten signature in black ink, appearing to read "CCM", is positioned above the printed name and title of the signatory.

Chris Combemale F IDM  
CEO, Data & Marketing Association

Part of  
**DM**  
Data &  
Marketing  
Association **A**

# Congratulations, Magdalena.

You passed the Inbound Marketing exam

Your score was 46/60

Did you enjoy this course? Write a review for HubSpot Academy on G2.



## Inbound Marketing Certified

**Magdalena Stopa**

The bearer of this certificate is hereby deemed fully capable and skilled in applying inbound marketing techniques. They have been tested on best practices and are ready to take an inbound approach to creating content, using social promotion, converting and nurturing leads, and marketing to customers.

Certified: Feb 27 2022 - Valid until: Mar 29 2023

Certification code: a73199c9b5194452bf5c3bda3ac0391b

**HubSpot** Academy

*Yamini Rangan*  
CEO Yamini Rangan

November 2, 2021

41010867

# CERTIFICATE OF ACHIEVEMENT

Magdalena Stopa

*has successfully completed:*

**Hootsuite Platform Certification**



Hootsuite  
**academy**

## References:

References are available on request.