

## Professional experience

### **Marketing Associate – T2.WORLD**

Jun 2024 to Present

- Leading programmes supporting creators like the 1,00 Fans Bootcamp, Summer Writing Grant, and Story Marathon, managing end-to-end execution from concept to delivery.
- Designing and implementing a win-back email campaign, preparing strategy, creative briefs, copy, and timeline to re-engage lost users and increase customer pool.
- Collaborating with the design team to develop marketing pages and enhance the UX of the upcoming app version, ensuring brand consistency and seamless user experience.
- Overlooking strategic partnerships with brands including Swara – Voice of Women, kiwi News, and Bonsai, crafting mutually beneficial collaborations.
- Managing multiple concurrent creative projects, developing and adjusting marketing strategies to drive brand awareness based on performance data.
- Utilising Klaviyo to manage and send targeted newsletters, coordinating community-based communication for writing competitions, feedback programmes, and other initiatives.
- Developing and executing creative strategies, delivering compelling brand stories through promotional materials.
- Analysing marketing performance via Plausible, Google Analytics, and Link in Bio, optimising strategies that resulted in a 20% increase in user sign-ups.
- Collaborating closely with the CEO and Head of Growth to align brand objectives and refine marketing roadmap, including monetisation tools and overall strategy.

### **Host & Producer – SHE SOUNDS OFF, ISLINGTON RADIO**

Mar 2024 to Jul 2024

- Hosted a weekly show, She Sounds Off, highlighting female voices on the London and global music scene.
- Focused on the cultural impact of musicians, and the importance of arts in today's world.
- Edited and mastered the episodes while liaising with the Islington Radio staff.
- Promoted the show online (audio and visual content) and contacted potential interviewees.

### **Media & Public Diplomacy Specialist – EMBASSY OF THE REPUBLIC OF POLAND IN LONDON**

Oct 2023 to Jun 2024

- Coordinated promotional events and media engagement, managing cross-functional projects between the Embassy, consular division, and external stakeholders.
- Monitored media channels and prepared daily press reviews, collaborating with senior leadership to ensure alignment with Ministry of Foreign Affairs guidelines.
- Managed a 90,000+ audience across social media and digital platforms, producing creative content.
- Drafted and shared high-quality press releases, speeches, and promotional materials with key media outlets.
- Assisted in preparing and managing the Embassy's annual budget, tracking event costs and PR/marketing expenses.
- Acted as the first point of contact for an extensive roster of contacts, such as journalists, Polish and British media, student societies, and Polish community organisations.
- Collaborated closely with the Head of Media to maintain brand consistency and messaging.

### **Communications & Marketing Volunteer – EFG LONDON JAZZ FESTIVAL 2023**

Nov 2023

- Assisted the Marketing team and was responsible for media coverage.
- Attended concerts and provided the EFG team with pictures and videos of the gigs and the venues.
- Posted content on social media to drive interest in the event and increase ticket sales.
- Helped with ad-hoc tasks, like assisting the press liaison and the festival information stands.

### **Subscription & Communications Assistant – NEWONCE.RADIO**

May 2022 to Jun 2023

- Planned and executed branded events for newonce.club, a subscription service with an annual revenue of 14 mln PLN.
- Coordinated email marketing campaigns for 12,000 subscribers and 90,000 users in the database, resulting in, respectively, a 30 per cent and 13 per cent increase in sign-ups.
- Created and refined copy for marketing campaigns, ensuring a consistent brand tone across platforms and optimizing engagement through SEO and A/B testing.
- Managed evergreen content development across digital channels, ensuring alignment with brand strategy.
- Supported partnerships with external creative clients through in-depth research, presentations, social engagement, and marketing campaigns.

**Junior Production Assistant – GOREMOTE**

May 2021 to May 2022

- Assisted in producing high-profile virtual events, managing scheduling, coordination, and production workflows across teams.
- Acted as a liaison between production teams and speakers, ensuring smooth operations throughout virtual and hybrid events.
- Supported logistical aspects of production, including inbox management, scheduling, and travel arrangements.
- Conducted research to enhance event listings and production planning, ensuring efficient execution of projects.

**Publicity & Marketing Intern – PENGUIN RANDOM HOUSE UK**

Oct 2019 to Nov 2019

- Worked with publicity officers on press releases for the upcoming books of the Vintage imprint.
- Overlooked paperback and hardback budget catalogues and managed frontlist and backlist titles in Biblio, a bibliographic database.
- Assisted in the planning of marketing content and evergreen campaigns.
- Updated and tracked daily press coverage and reviews of Vintage books.
- Researched literary trends and relevant media outlets for future publicity and marketing purposes.

**Education****MSc Economics & Management in Arts, Culture, Media and Entertainment – BOCCONI UNIVERSITY**

Sept 2021 to Jul 2023, First Class Honours

**BA Journalism – CITY, UNIVERSITY OF LONDON**

Sept 2018 to Jun 2021, First Class Honours

**Skills**

- **Languages:** Polish (native), English (C2), Italian (A2).
- **Soft skills:** Communications, teamwork, creativity, time management, critical thinking, and problem solving.
- **Work and project management:** Slack, Trello, Asana, GanttProject, Airtable, HubSpot, Zendesk.
- **Creative tools:** Adobe Audition, Premiere Pro, InDesign.
- **Communication and CRM:** Klaviyo, SendGrid, Mailchimp, Piano.io.
- **IT:** Microsoft Office, Google Workspace, Zoom.