

# Julia Oprzondek

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## Professional experience

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

Oct 2023 to Present

- Monitoring traditional & social media and preparing daily press reviews for the Ministry of Foreign Affairs.
- Coordinating promotional events organised by both the Embassy and its consular division.
- Writing and sharing final copies of press releases, speeches, and other promotional documents with the press, while collaborating with the political, economic, and consular departments.
- Maintaining consistency in external, third-party communications, working directly with the Head of the Media & Public Diplomacy Section, as well as based on the central office's guidelines.
- Managing 90,000+ followers across Facebook, Twitter and the official website of the institution, as well as preparing and scheduling content and coverage of Embassy-related events.
- Assisting in the preparation of the annual budget, estimating costs of events, press subscriptions, travel, and PR/marketing expenses.
- Acting 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.
- Preparing publicity materials, including those of the Embassy as well as those of the Ambassador (such as articles for the leading British newspapers).
- Working closely with the Pen & Sword publishing house on a book coming out in October 2024 (including supervising copyright aspects, as well as liaising between the author and the editor).

### NEWONCE.MEDIA – Subscription & Communications Assistant

May 2022 to Jun 2023

- 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.
- Wrote final copy for marketing and publicity purposes, ensuring on-brand tone and using SEO guidelines, and performed AB tests.
- Planned branded events for newonce.club, a subscription service with an annual revenue of 14 mln PLN.
- Collaborated with the data science department on the pop-up and in-app push notifications.
- Assisted the creation and optimisation of evergreen content and campaigns for the website, app, and social media channels.
- Supported the execution of partnerships with external creative clients through in-depth research, presentations, social engagement, and marketing campaigns.

### GOREMOTE – Junior Production Assistant

May 2021 to May 2022

- Assisted in the production of high-profile virtual events with research of international conferences, publications, and listings in the virtual events sector.
- Planned and tracked the Virtual Stage Managers' timetables during virtual and hybrid events.
- Worked as the first point of contact during events and interacted with high-profile speakers and customers, conducting pre/during/post-live checks.
- Supported the production team with administrative tasks, including inbox and calendar management, internal communications, and travel arrangements.

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

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 and publications.
- Researched literary trends and relevant media outlets for future publicity and marketing purposes.

### **Creative experience**

#### **THE DOT DOT DOT POD – Host & Editor**

Sept 2022 to Jan 2023

- Came up with the structure, plan, and theme of weekly episodes of the Dot Dot Dot Podcast, covering the music, film, and general creative industries.
- Edited and mastered the final audio version of the episodes, with a four-day turnaround.
- Took charge of the distribution of the podcast on Radio Bocconi and Spotify.

#### **THE LAMBERT – Graphic Designer**

Jun 2021 to May 2021

- Created consistent branding of the quarterly journal, including its logo, typography, and general tone.
- Collaborated closely with the editorial and marketing departments on the magazine's issues, including their theme and guidelines.
- Designed visually engaging graphics, resulting in a 50 per cent increase in social media following.

### **Education**

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

Sept 2021 to Jul 2023, First Class Honours

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

Sept 2018 to Jun 2021, First Class Honours

### **Skills**

- **Languages:** Polish (native), English (C2), and Italian (A2).
- **IT:** Adobe Audition, Premiere Pro, and InDesign; Microsoft Office and Google Workspace (Suite), Zoom.
- **Work and project management:** Slack, Trello, Asana, and GanntProject.
- **CRM:** Airtable, HubSpot, and Zendesk
- **Publishing software:** Biblio.
- **Communication & subscription management:** Piano.io and SendGrid.
- **Other:** Time management, project management, teamwork, problem-solving, and customer service.