

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.
- Creating an onboarding flow for new users, including consistent explanatory emails and in-app notifications.
- 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 and clear, concise copy.
- 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.

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 and overseeing event coverage.
- 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.

CRM & Communications Assistant – NEWONCE.MEDIA

May 2022 to Jun 2023

- Wrote and edited copy for marketing campaigns, ensuring a consistent brand tone across platforms and optimizing engagement through SEO and A/B testing.
- Coordinated email marketing campaigns for win-back, activation, and retention of 90,000 users, resulting in a 30 per increase in sign-ups to newonce.club, a subscription service with annual revenue of 14 mln PLN.
- Planned and executed events for newonce.club, including branded ones with external partners.
- Supported partnerships with external creative clients through their in-depth research, proposal presentations, social content, and marketing campaigns.
- Managed evergreen content development across digital and social media channels, aligned with brand strategy.

Junior Production Assistant – GOREMOTE

May 2021 to May 2022

- Managing scheduling, coordination, and production of high-profile virtual events, like Paris Peace Forum, International Basketball Federation, and ChangeNOW.
- Acted as a liaison between production staff and speakers, ensuring smooth communications between teams.
- Provided administrative and logistics support, including inbox management, scheduling, and travel arrangements.
- Conducted preliminary research for event listings and production planning, ensuring efficient execution of latter stages of projects.

Publicity & Marketing Intern – PENGUIN RANDOM HOUSE UK

Oct 2019 to Nov 2019

- Drafted press releases for upcoming books of the Vintage imprint, like “Invisible Women” by Carolina Criado Perez.
- Updated paperback and hardback budget catalogues and frontlist and backlist titles in Biblio, a literary database.
- Drafted copy of evergreen marketing campaigns, including listicles and articles.
- Updated and tracked press coverage and reviews of Vintage books daily.
- Researched literary trends and relevant book fairs for future publicity and marketing purposes.

Additional experience

Creative Engagement Volunteer – EFG LONDON JAZZ FESTIVAL 2024

Nov 2024 to Present

- Acted as a runner for the Big Easy Big Band led by Orphy Robinson, facilitating rehearsals, and providing hands-on support at Southbank Centre.
- Assisted the Creative Engagement team of Serious, the festival organisers, during youth and family-oriented events.
- Engaged with artists, workshop hosts, and participants, fostering a positive environment and event accessibility.

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.

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.

Education

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

Sept 2021 to Jul 2023, First Class Honours

- Modules included: Public Policy, Quantitative Methods for Management (with SPSS), Performance Measurement, and Entrepreneurship & Business Planning.
- Major in Media: Internet and Streaming, Book Publishing, Music Industry, Television and Cinema.

BA Journalism – CITY, UNIVERSITY OF LONDON

Sept 2018 to Jun 2021, First Class Honours

Skills & interests

- **Languages:** Polish (native), English (C2), Italian (A2).
- **Soft skills:** Communications, teamwork, creativity, time management, critical thinking, problem solving.
- **Work and project management:** Slack, Trello, Asana, GanttProject, Airtable, HubSpot, Zendesk.
- **Creative tools:** Adobe Audition, Premiere Pro, InDesign, Photoshop.
- **Media monitoring:** Meltwater, LexisNexis.
- **Communications and CRM:** Klaviyo, SendGrid, Mailchimp, Piano.io, Plausible, Privy.
- **IT:** Microsoft Office (Excel, Word, PowerPoint, Teams), Google Workspace (Sheets, Docs, Slides, Meet), Google Analytics, Canva, Zoom.
- **Interests:** Sustainability, photography, literature, movies, yoga.