



KAROLINA MACHNIK

Experience

GEBUKO

Junior SEO Specialist

10.2021 - 04.2024

- Planning positioning campaign
- Planning the content for the websites
- Planning and implementing the link-building strategy
- Audit of clients' websites
- Advising on UX aspects of clients' websites
- Creating reports for the clients

Junior Content Marketing Specialist

03.2021 - 09.2021

- Managing a group of copywriters
- Planning the content for the websites based on keywords
- Implementation of the link-building strategy
- Copywriting
- Creating reports for the clients

SEO intern

03.2020 - 02.2021

- Implementation of the link-building strategy
- Planning the content for the websites based on keywords
- Taking care of the visual presentation of the content on the websites
- Creating minor graphics
- Copywriting
- Creating reports for the clients

Education

AGH UNIVERSITY OF SCIENCE AND TECHNOLOGY

2020 - 2022

Master's degree, Design & Product Development

AGH UNIVERSITY OF SCIENCE AND TECHNOLOGY

2017 - 2020

Bachelor's degree, Social Informatics

Contact

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Skills

- HTML, CSS
- JavaScript
- Mocha
- Git, GitHub
- Python
- SEO
- User Experience

Languages

Polish | C2

English | B2

Spanish | A1

Professional developement

Learn HTML Course | Codecademy
Issued 01.2023

Learn CSS Course | Codecademy
Issued 01.2023

Learn JavaScript Course | Codecademy
Issued 04.2023

Front-End Engineer - Career Path Course | Codecademy
Currently in progress