

PAULINA DWÓRZNIK

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CERTIFICATES

- **Creative Direction**
online course | June '23
- **Advanced Google Analytics**
online course | March '23
- **Google Analytics for Beginners**
online course | March '23
- **Content SEO Course**
online course | March '23
- **Communication Strategy for Social Media**
online course | January '22
- **Digital Marketing Academy**
online course | January '22
- **SEO for Social Media**
online course | August '21
- **SEO: Keyword Strategy**
online course | July '21
- **Advertising on Facebook**
online course | July '21
- **Instagram Strategy for Business Growth**
online course | May '21
- **The Ultimate Public Relations Masterclass**
online course | January '21
- **Business Branding: the Complete Course**
online course | January '21

EXPERIENCE

Digital Marketing Specialist

Positive Prints | @positiveprintscom
May '23 - August '24

- Co-creating marketing strategies
- Creating content for social media profiles (photo, video, graphic, copy)
- Monitoring and moderating profiles
- Planning monthly post schedules
- Managing collaborations with UGC creators and influencers
- Trend research and data analysis
- Close collaboration with the team
- Co-creating Meta Ads and TikTok Ads campaigns

Junior Marketing Specialist

HESNA Interactive & Marketing Solutions
April '22 - December '22

- Creating content for social media profiles (photo, graphic, text)
- Monitoring and moderating profiles
- Planning monthly post schedules
- Maintaining client relationships
- Managing content via CMS
- Email marketing campaigns

Social Media Manager

Na Gramy | @nagramypoznan
September '21 - September '22

Social Media & PR Specialist

BIOrę | @biorepoznan
January - September '21

SKILLS

- Social Media Marketing
- Email Marketing
- Copywriting
- SEO
- AI
- Creativity
- Meta Business Suite
- Asana
- Slack
- Wordpress
- English C1
- Photography
- Videography
- Adobe Photoshop
- Canva
- CapCut

TOP 5 CLIFTON STRENGTHS

1. Adaptability
2. Activator
3. Empathy
4. Strategic
5. Positivity