

PAULINA DWÓRZNIK

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EDUCATION

- **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: 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

Interior Design (Bachelor)
University of the Arts Poznan

SKILLS

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

TOP 5 CLIFTON STRENGTHS

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

EXPERIENCE

Freelance Creative

Speak | Herboxa | Refunder | Mathema | Ground Zero | Satu Concept Store
Sep '24 - present

- Creative direction
- Photo and video production
- Managing social media profiles
- Event production

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, copy)
- 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