

CONTACT

Warsaw, Poland
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KEY SKILLS

- Content marketing
- SEO & SEM
- Google Analytics 4
- Campaign management
- Copywriting (PL/EN)
- Excellent communication skills

LANGUAGES

Polish – native
English – fluent (C1)
Spanish – elementary (A2)

CERTIFICATIONS

Google Ads Search Certification
HubSpot Content Marketing

INTERESTS

Long-distance running, photography, travelling

ANNA KOWALSKA

Marketing Specialist

PROFESSIONAL SUMMARY

Results-driven marketing specialist with 5 years of experience in B2B. Skilled in content marketing, SEO and campaign analytics. Looking to develop my career in an international team.

WORK EXPERIENCE

Marketing Specialist

ABC Software, Warsaw | 03/2022 – present

- Increased website traffic by 60% in 18 months.
- Managed a monthly advertising budget of €15,000.
- Coordinated campaigns with partners in 4 countries.
- Launched a newsletter with 8,000 subscribers and a 38% open rate.

Marketing Assistant

XYZ Group, Kraków | 09/2020 – 02/2022

- Prepared weekly reports for the sales team.
- Organised 3 industry conferences for 200+ guests.
- Created content for LinkedIn and the company blog.

EDUCATION

Master's degree in Management

University of Warsaw | 2015 – 2020

I hereby consent to the processing of my personal data included in this CV for the purposes of the recruitment process, in accordance with the GDPR.