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SKILLS

CORPORATE COMMUNICATIONS



PUBLIC AND MEDIA RELATIONS



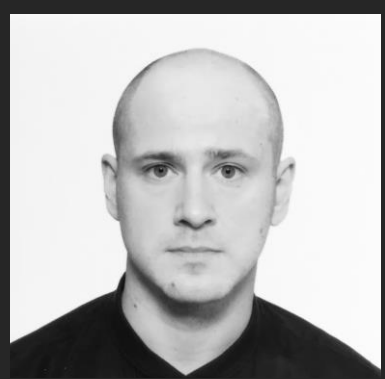
MARKETING AND ADVERTISING



EDUCATIONAL SUPPORT



CRISIS MANAGEMENT



Conference Paper

American Academy of Advertising Global Conference
Smart Communication for a Digital World
12-16.07.2019 Peking University, Beijing, China
Presenting: *Domestic Violence in Public Service Advertisement*

Association for Interdisciplinary Studies Conference
Interdisciplinarity in Global Contexts
24-26.10.2019 University of Amsterdam, Netherlands
Presenting: *How does identity change with relocation?*

Educational Background

10.2005-07.2008 / **BA (HONS)**
Journalism and Social Communication
University of Wroclaw, Poland

10.2008-07.2010 / **MA**
Public relations and Corporate Identity
University of Wroclaw, Poland

09.2019-Current / **Ph.D.**
Communication
Hong Kong Baptist University

Work History

01.2012-Current / **Marketing Communications Coordinator / Teacher**
SUNNY GARDEN, HONG KONG

- Coordinating innovative strategies to accomplish objectives and boost long-term profitability
- Social Media Engagement
- Building brand awareness and generating leads while managing internal and external marketing campaigns and programs.

03.2010-12.2010 / **Stage Director**
TAKO MEDIA, POLAND

- Collaborated with management, technical crew members and fellow supervisors to organize efficient site operations and achieve demanding schedule targets.
- Determined ideal film locations, attained permits and planned shots. Assessed final products to check quality and consistency with creative vision.

03.2006-08.2008 / **TV Reporter**
TVN / TVN24, POLAND

- Created news by researching, developing and covering field news events.
- Collaborated with producers and management in development of broadcast content.
- Interviewed individuals from all walks of life and all cultures for breaking news stories.