



MARCELINA SMUGOWSKA

CONTENT MANAGER

WORK EXPERIENCE

FREELANCE CONTENT MANAGER

Self-employed | Oct 2017 - Present

- Writing content for English and Polish speaking audiences
- Preparing designs for Web or print: blog graphics, presentations, Facebook covers, flyers, posters, invitations, newsletters, and infographics
- Websites creating CMS
- Videos and photos editing for Social Media Marketing purposes

WEB CONTENT COORDINATOR

Pull Media | Apr 2017 - Sep 2017 | 6 mos

- Writing content for Polish speaking audiences
- Responsible for the quality and the publication rhythm of content
- Produce ideas for new articles/updates based on the keyword studies and market research
- Follow-up on a delivery of content from in-house or freelance copywriters
- Preparing designs for Web: blog graphics, presentations, blog covers, posters
- Using analytics (KWFinder, Majestic, Piwik, Hotjar)

WEB CONTENT MANAGER

Starting Things Up | Jul 2016 - Aug 2017 | 1 yr 2 mos

- Creating articles about broad-defined startups and crowdfunding campaigns
- Using common analytical tools
- Preparing videos for Social Marketing and managing Social Media channels
- Performing SEO tasks for content optimization based on organic search traffic trends

JUNIOR COPYWRITER

Webber & Saar | Mar 2014 - Jun 2014 | 4 mos

- Creating content on clients' blogs
- Writing short and long-form articles and posts on customers' websites
- Performing SEO tasks such as keyword and content topic research for content optimization

JUNIOR COPYWRITER

J. Walter Thompson Group Poland | Oct 2013 - Feb 2014 | 5 mos

- Performing SEO tasks such as keyword and content topic research for content optimization
- Preparing campaigns based on 360-degree marketing strategy for international brands (Tesco, Orange, Johnson & Johnson, Friendly Finance, X-Trade Brokers)
- Creating articles and post on clients' websites and blogs in order to improve overall SEO traffic through relevant and engaging content

EDUCATION

MASTER'S DEGREE IN SOCIOLOGY

Université Vincennes-Saint-Denis (Paris VIII) | Sep 2015 - Jun 2016

MASTER'S DEGREE IN SOCIOLOGY, MARKET RESEARCH

University of Wroclaw | Oct 2012 - Jun 2014

BACHELOR'S DEGREE IN SOCIOLOGY, SOCIAL SERVICES

University of Wroclaw | Oct 2009 - Jun 2012

CERTIFICATIONS

SOCIAL MARKETING EDUCATION 2018

Hootsuite Academy | Jan 2018

INBOUND MARKETING CERTIFICATION COURSE

HubSpot Academy | Apr 2018

ONLINE MARKETING FOUNDATIONS

LinkedIn | Nov 2017

CONTENT MARKETING FOUNDATIONS

LinkedIn | Oct 2017

CONTACT

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SOFTWARES

- WordPress
- Adobe Premiere Pro
- Photoshop
- Canva
- Piktochart
- Gimp
- MailChimp
- Buffer
- HubSpot
- Hootsuite
- Trello
- Asana

ANALYTICAL TOOLS

- Google Analytics
- Positionly
- Google Keyword Planner
- Majestic
- KwFinder
- Piwik
- Hotjar
- Ahrefs
- Searchmetrics

TECHNICAL SKILLS

- SEO
- CMS
- Content Writing
- Social Media Management
- Data Analysis
- Image and Video Editing
- Website Building

LANGUAGES

- English ●●●●●
- French ●●●○
- Polish ●●●●●

INTERESTS

- Contemporary literature
- Indie Rock
- Design
- Biking
- Technology
- Politics