

Agata Winiarska

CREATIVE MARKETING & COMMUNICATIONS SPECIALIST

tel. (+44) 0 7534 265252

agata@galeryjka.com

Find me @dyplamka

London, UK – willing to relocate

Profile

I am a dynamic, multi-skilled, and business-oriented creative marketing specialist with eight years of professional experience producing marketing and communications campaigns in deadline-driven environments.

I am a meticulous project manager, able to balance multiple deadlines whilst maintaining an organised, yet creative, approach. Working well as a project leader or within a team, I enjoy collaborative environments as well as opportunities to build and manage relationships with external partners.

My passion for visual communication and high-level photography runs through my work, and my experience in technical and IT environment allows me to bring a solutions-oriented approach to marketing and communication challenges.

Education

2020 – 2022

MA Photography Arts

University of Westminster, England

2016 – 2019

BA (Hons) Marketing Communications

Bournemouth University, England

06.2016 | ARTS UNI. BOURNEMOUTH
Advanced Photography – short course

05.2014 | HIGH SCHOOL XII WROCLAW
Maths-Physics & English advanced

Work Experience

February 2020 – PRESENT at Mitie Group London, UK

Internal Communications Creative Executive

At Mitie, I am responsible for the planning and execution of high-profile, integrated communications campaigns, ranging from weekly company newsletters sent to six thousand Mitie employees nationwide, to delivering major communications campaigns for key clients. I work with a number of teams and clients across the business to facilitate exceptional communications strategies, and provide the skill and insight to innovate and improve on different fields of employee engagement. I effectively support the voice of C-level Executives.

- Independently produced visual communications for the opening of a new 450-people office in Manchester, with the objective to build an engaged and enthusiastic community that felt aligned on company values and ethos.
- Planned and executed a visual communications campaign for TUPE employees of Costa Coffee in 2,400 stores across the UK, working closely with the client to ensure their key messages were accurately conveyed.
- Introduced video communications strategies to improve engagement rates both internally for Mitie and externally for clients. *Awarded The Winner of IWFM 2020 Award for Lloyds Banking Group – Covid-19 Response submission.*
- Supported the production of events with visual literature, signage, and digital assets, including C-Suite Leadership conferences, Welcome Events for new acquisitions, and an online Health and Safety Week in February 2022.
- Worked on internal and external campaigns: i.e. Luxibel (*featured on BBC One Morning Live*), Aria workplace app, Bouncing Back – positioning paper, Career Pathways, Apprenticeship campaigns.
- Built and maintained a successful relationship with external creative, video and print agencies.

June – December 2019 at KRAIS Tube Expanders Remote

Marketing Coordinator

- Supported the development of KRAIS's expansion into new markets, and was responsible for curating and designing a 200-page catalogue that required translation into 5 languages.

January – August 2018 at Amadeus Airlines IT Internship – London, UK

Regional Marketing Communications Assistant

- Reporting to the Head of Regional Marketing, I was responsible for creating engaging content for internal communications channels via newsletters, intranet blogposts, Sharepoint, display.
- Planned and supported events & meetings through newsletters creation, visual communications, sales presentations, agenda set up & logistics: Team building, Airline Day in Stockholm & in Athens (received excellent feedback & 30 media publications), Digital Transformation workshops with Finnair & British Airways
- Maintained professional manner in direct communication with airline customers, stakeholders, and external agencies.

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Technical Expertise

- Adobe Indesign, Illustrator, Photoshop & Lightroom
- Microsoft Powerpoint & Word
- Mailchimp & Staffbase Internal Mailing
- Professional photography & excellent print knowledge

Others: Adobe Premiere Pro & After Effects, DaVinci Resolve, Microsoft Excel, Sharepoint, Social media, website management, Wordpress, Hubspot.

Personal interests

I have got a lifelong passion for photography, am interested in the world of art – keen hobbyist of bookbinding and photobooks. I am a semi-professional beach volleyball and volleyball player. I love music.

Languages

- Polish – Native
- English – Professional proficiency
- German – Beginner A2
- Russian – Beginner A1

References

- Professional and Academic references – on request

Work Experience – continued

July – December 2017 at Amadeus Airlines IT Internship – Nice, France

Strategic Marketing Communications Designer

- Collaborating with teams across the globe, I supported planning & development of communications campaigns with building marketing collateral according to a brief, customers' needs and adhering to corporate branding and identity (i.e. internal, SkyScanner, AirCanada, and more).
- Main duties included producing infographics, banners, case studies, powerpoint sales presentations and videos supporting campaigns.
- Effectively supported the Revenue Optimization campaign – i.e. fully responsible for designing a 20-pages positioning paper launched during C-suite forum – I received fantastic internal & external feedback for my detailed work.

July – August 2016 at Poole Bay Holdings Bournemouth, UK

Junior Graphic Designer

- Summer job of designing, re-designing & print preparation of safety signs that required high attention to details strictly adhering to ISO standards.

July 2014 – Feb 2016 at NOWa Local Newspaper Part-time / Remote – Poland

Graphic Designer & DTP Specialist

- Autonomously designed all pages, adverts and pre-print of newspaper (87 issues 40-pages) with extremely tight deadline to deliver on time to 20K citizens weekly.