

# KATARZYNA MARSZALEK

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## PROFESSIONAL SUMMARY

Marketing graduate, seeking a role in marketing communications, with a specific interest in digital media, content creation, analytics and strategic marketing. With a solid academic foundation, relevant certifications, and hands-on project experience, I am enthusiastic to contribute to a dynamic team.

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## PROJECTS

- Marketing consultancy for UniHire - **market analysis** - identifying market expansion opportunities.
- Twister - reconnecting with Gen Z audience through **nostalgia marketing**.
- International brand management - assessment of **signalling** and **positioning** strategies of Asos and NEXT.
- Dust Studio - marketing **communications** and **strategies** - analysis and recommendations.

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## EDUCATION

**University of Glasgow, International Strategic Marketing - Awarded with Distinction** **2023 - 2024**

- Developed strategic marketing plans and analysed consumer behaviour.
- Gained expertise in brand management and international marketing strategies.
- Conducted market analysis and research for various projects.
- Setting effective marketing and communications objectives and devising strategic plans to achieve them.

**University of Westminster, London, BA (Hons) Chinese and International Business, 2:1** **2019 - 2023**

- Gained a global perspective on business dynamics and cultural differences.
- Developed problem-solving and adaptability skills in diverse environments.

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## EXPERIENCE

**TJX Europe Associate** **Oct 2024 - Jan 2025**

Served over 100 customers daily, ensuring high satisfaction. Collaborated with a team of 15 in a fast-paced environment, contributing to a £50K daily sales target through upselling and personalised recommendations.

**Hospital Volunteer** **Sept 2016 - June 2019**

Volunteered as part of a team of four students in a County Hospital in Śrem providing support to patients in rehabilitation and long-term acute care. Offered empathy, emotional assistance, and companionship to enhance patient well-being.

**Animal Shelter Volunteer** **Sept 2016 - June 2019**

Volunteered at an animal shelter, assisting with the care and well-being of rescued animals. Organised fundraising efforts to provide food and supplies, ensuring better living conditions and support for their adoption.

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## SKILLS AND CERTIFICATIONS

Communication	Problem-solving	Google and MS Suite	Website management (wix)
Attention to detail	Time management	SQL basics	Canva Design
Critical thinking	CRM Hubspot basics	Python basics	Tableau

- Adam Smith Business School Skills Award
- Customer Understanding and Digital Marketing Channels by Unilever & Coursera
- Search Engine Optimization (SEO) Specialization by UCDavis & Coursera
- Introduction to CRM in HubSpot with Coursera
- Currently Undertaking Meta Marketing Analytics Professional Certificate

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## LANGUAGES

English - Fluent; Polish - Native; Mandarin - Beginner