

KATARZYNA MARSZALEK

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PROFESSIONAL SUMMARY

Equipped with the knowledge gained through my academic studies, I am eager to apply and expand my expertise in a professional setting. I am aiming for a graduate level position in marketing analytics or brand management. I am available full-time and willing to relocate anywhere within or outside of the UK. I am excited to contribute to the industry with a strong foundation and fresh ideas.

EDUCATION

University of Glasgow

2023 - 2024

MSc in International Strategic Marketing - awarded with Distinction

- Setting effective marketing and communications objectives and devising strategic plans to achieve them.
- Understanding of brand management principles.
- Knowledge of marketing strategies in an international context.
- Familiarity with frameworks necessary to develop marketing strategies and campaigns.
- Ability to work on group projects in various environments and managing teamwork across cultures.
- Critical thinking abilities and applying knowledge from various fields.

University of Westminster

2019 - 2023

B.A. in Chinese and International Business

- Great perspective on the international business dynamics.
- Knowledge of the importance of a cultural differences in business and marketing.
- Navigating through difficult situations and problem-solving.

SKILLS

- Great attention to detail
- Customer service
- Critical thinking
- Problem-solving
- Organisation and time management
- MS office suite
- Canva design
- Wix and Wordpress website management

CERTIFICATIONS

- Adam Smith Business School Skills Award
- Customer Understanding and Digital Marketing Channels by Unilever & Coursera
- Search Engine Optimization (SEO) Specialization by UC Davis & Coursera

CORE PROJECTS

- Marketing consultancy for UniHire - Understanding the South African market expansion opportunities.
- Marketing competition for Twister - reconnecting with Gen Z audience through nostalgia marketing.
- Critical assessment of the signalling and positioning strategies of Asos and NEXT Clothing.
- Marketing Communications, strategies & tactics of Dust Studio - analysis and recommendations.

LANGUAGES

English - *Fluent*
Polish - *Native*
Mandarin - *Beginner/Intermediate*