

Content operations professional with 9+ years across content and digital marketing. Coordinates multilingual production, launch readiness, editorial QA and workflow design for ENDORFY, combining hands-on editorial expertise with cross-functional ownership and process improvement.

PROFESSIONAL EXPERIENCE

COOLING / ENDORFY

May 2025–Present

Traffic Coordinator

Warsaw / Hybrid

- Coordinate concurrent copy, design and localization workflows, balancing priorities, dependencies and deadlines across a dozen or more active tasks.
- Own content readiness for product launches across website, retail and marketplaces, covering about 70 SKU launches in 2025 and 20+ in H1 2026.
- Turn product briefs into structured content plans, align requirements with Product Managers, and oversee production, review and approval across product pages, packaging and manuals.
- Lead editorial QA for Polish and English master content plus Czech, German and other European localizations, ensuring technical accuracy, clarity, brand consistency and Tone of Voice.
- Design and standardize content processes, guidelines and reusable workflows in Notion and Wrike; created the end-to-end editorial framework for the ENDORFY blog.
- Led the copy workstream for ENDORFY’s 2026 website and e-commerce launch: audited 167 SKUs, coordinated major rewrites and personally reviewed every product description before launch.

COOLING / ENDORFY

Jan 2023–Apr 2025

Social Media Coordinator / Social Media Expert

Warsaw / Hybrid

- Progressed from hands-on content execution to coordinating team workflow, cross-platform planning, editorial quality and photo/video production.
- Created and reviewed Polish and English content, managed paid Meta and TikTok campaigns, and used performance reporting to guide optimization.

COOLING / SPC Gear / SilentiumPC

Aug 2020–Dec 2022

PR & Marketing Specialist

Warsaw

- Created bilingual product, PR and social content; managed international media and creator relationships and coordinated paid and barter collaborations.
- Supervised an external social media agency from Oct 2022, reviewing content quality, technical accuracy and publishing schedules.

Antyweb.pl / Antygrupa

Feb 2017–Mar 2020

Account Executive

Warsaw

- Coordinated multi-channel commercial campaigns across four media brands, managing briefs, contributors, creative assets, email activities and publication deadlines.

SELECTED SKILLS & TOOLS

Content Operations: workflow management, project coordination, editorial QA, multilingual production, localization, process documentation, stakeholder management, review & approval.

Content: content management, copywriting, editing, product/web content, SEO optimization, metadata, internal linking, social media, PR.

Tools: Wrike, Notion, WordPress, Shopify, Microsoft 365, Teams, SharePoint, Google Workspace, Trello, Brand24, ChatGPT, Claude; generative AI and prompt engineering.

EDUCATION & TRAINING

University of Warsaw — Journalism and Social Communication, PR & Media Marketing, coursework completed (2015–2018)

Selected training, 2026: Google / SGH *Umiejętności Jutra: AI 3.0*; Project Management; Leadership Skills; Management by Objectives; Practical Goal Management with Asana & Wrike

LANGUAGES

Polish — Native English — Full professional proficiency Croatian / Serbian — Elementary