

BEATA BIEGALSKA



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🌐 beatabiegalska.com

Origin: Poland

Living in Gardanne

LANGUAGES

Polish – native language,

English – C1,

French – B1-B2

CERTIFICATES

Google Analytics for
Beginners; Google Academy

Google Tag Manager for
Beginners+ (Challenges);
UDEMY

Google Developer Challenge
Scholarship - Front-End Web
Developer, Beginner;
UDACITY

SEO for Wordpress; UDEMY

WpFaster Wordpress Speed
Optimization Master Course;
UDEMY

Winner – Public Relations
Techniques Course,
Univerity of Adam
Mickiewicz, Poznan, Poland

INTERESTS

New technologies,
Wordpress, online
marketing, graphics and
design, consumer
psychology, webwriting,
nutrition and sport,
learning French.

EXPERIENCE

WORDPRESS AND COMMUNICATION FREELANCER – FROM 01.2019

Meeting clients and discussing the websites' projects, informing clients about the best solutions and practices. Creating website based on themes and builders (+ WooCommerce, GDPR functionalities, SSL, speed optimization, multi-languages, different currencies, contact form, antispam protection, backup, Google Analytics connection, minor CSS and PHP code adaptations). Teaching clients how to manage a website on Wordpress, how to work with analytic tools, and how to add SEO friendly content. My realizations: novaauramusic.com, aixpolonica.net.

E-COMMERCE MARKETER - SILVER ROCK (01.2017 – 09.2018)

Work in e-commerce: keeping websites up-to-date (WordPress and non-CMS), creating [visuals](#) (PS, Gimp) and texts for social media and websites, product photography, running campaigns on Facebook, working with Google Analytics and AdWords, creating ads for magazines (e.g. *Elle*), creating the logo of Silver Rock (Illustrator), working with a sales and invoicing software, organizing deliveries from Italy and shipments to clients and resolving clients' product complaints, contacting online customers.

REDACTOR GAMEDOT.PL (10.2016 – 04.2017)

Writing articles and news for SEO, creating simple visuals for the purposes of publication.

COPYWRITER STAGE - ENTRYMEDIA (10.2016 – 12.2016)

Copywriting (articles and news from the IT industry), online marketing, help in organizing projects fairs and events, creating simple visuals (Gimp, Photoshop), creating presentations, contacting with clients.

ON-LINE MARKETER STAGE – MEDICAL BOOKSHOP (07.2016 – 09.2016)

Keeping website up-to-date (Joomla).

PREVIOUSLY: Hotel Ibis – maid; internship - office worker; seller and cashier

EDUCATION

JOURNALISM AND SOCIAL COMMUNICATION SPEC. ADVERTISING AND PROMOTION

Master of Arts 2014 – 2017, Adam Mickiewicz University in Poznań Poland, thesis: "Psychology of decision-making in Internet auctions".

PHILOSOPHY, SPEC. SOCIAL COMMUNICATION

Master of Arts 2014 – 2016, Adam Mickiewicz University in Poznań Poland, thesis: "Critical Analysis of Press Discourse in the Perspective of French structuralism".

ERASMUS

09.2012 – 02.2013, University of Nicosia, Cyprus.