

# BEATA BIEGALSKA



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🌐 [beatabiegalska.com](http://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.

### 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.