



## Hello! My name is **Malwina Kowalczyk**

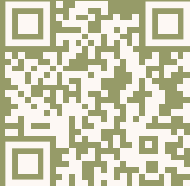
For nearly 10 years, I have been proving that creativity and hard data are a perfect match. I believe in designing content that not only catches the eye but actually moves the needle - always in the spirit of **iterating to excellence**. As a leader, I prioritize authentic teamwork, as only a cohesive team can unlock the full potential of both the product and its people.

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### PORTFOLIO:



<https://malwinakowalczyk.com>

### EXPERTISE:

Marketing Management, Strategy & Ops, Project Management, Team Leadership, Digital Strategy, Content Marketing, Social Media Strategy, Performance (Meta Ads), Employer Branding.

### TOOLS:

Generative AI (ChatGPT, Gemini), Hubspot basics, Meta Business Suite, Canva, CapCut, Sotrender.

### AWARDS:

Złota Kreatura (Creative Excellence Award), Srebrny Spinacz (PR Excellence Award), Wyróżnienie Golden Arrow (Golden Arrow Distinction), Global Social Media Awards Winner, Effie Awards.

### LANGUAGES:

English: Full Professional Proficiency  
Polish: Native

### SELECTED PROJECTS:

- **Instytut Marki Online:** Lecturer (Internet Marketing).
- **Frisco:** Content design for Poland's leading online supermarket.
- **Fundacja THINK!**: Building the communication strategy for the "Zdrowe Finanse" (Healthy Finance) project.

## KEY EXPERIENCE

### NOMAGIC (SERIES B+ PHYSICAL AI START-UP)

**Content Marketing Manager (promoted from: Senior Content Marketing Specialist) 08.2024 - 03.2026**

- **Marketing Operations & Strategy:** Spearheading 360° strategy execution in a niche **B2B** robotics sector. Managing the content calendar and ensuring global brand consistency.
- **GTM Strategy & Global Expansion:** Co-creating **Go-To-Market** strategies for new products in the **Robot-as-a-Service** model. Scaling communications across EU and US markets during a period of dynamic growth (securing funding rounds totaling **\$54M**).
- **Project Management & Stakeholder Mgmt:** Independently leading cross-functional projects (Product, Engineering, Sales). Coordinating external agencies and freelancers.
- **Growth & Engagement:** Scaling the LinkedIn profile from 5.4k to 13k followers (**142% increase**). Achieved **#1 rank for industry engagement** after 3 months; maintained **top #3** for 11 months of the year.
- **Web Performance:** Content optimization resulting in a **233% increase** in users and a **413% increase** in average session duration.
- **Integrated Content Strategy:** Managing the full production cycle (newsletters, photo/video shoots, web content). Maintaining a high newsletter open rate of **19.2%**.
- **International Presence:** Coordinating activities at key international trade fairs (Modex, LogiMAT, Logistics Summit) and producing marketing materials for the Global market.
- **PR & Branding:** Collaborating on PR activities resulting in the CEO's appearance on the cover of **Forbes** and publications in top EU/US industry press.
- **Leadership & Ops:** Recruiting and onboarding new team members and collaborating with subcontractors in an English-speaking environment.

- **London Skin Academy:** End-to-end creation and design of an e-book.
- **Radio Praga:** Host and producer of programs.

#### EDUCATION:

UNIwersytet SWPS

- Psychology | 2021 – 2022
- Journalism and social communication | 2016 – 2019

Specialization: internet marketing.

#### INTERESTS:

Teaching Pilates, Behavioral Psychology, Handcrafts (DIY).

## BRAND KOLEKTYW | DIGITAL AGENCY

Senior Creative (promoted from: Copywriter, Jr. SM Manager)

10.2017 – 08.2024

- **Strategia Digital 360° & Pitch Management:** Developing communication strategies and tender offers for **B2B/B2C** brands..
- **Creative Direction & Project Management:** Supervising production (**video/photo/copy**) and coordinating team efforts and client relations.
- **Integrated Campaigns:** Executing 360° activations, Influencer Marketing campaigns, and EB/CSR initiatives.
- **Performance & Paid Social:** Designing and optimizing campaigns (Meta Ads) and analyzing KPIs (Meta Insights).
- **Community Management:** Strategic social media community management and moderation across all social channels.
- **Clients:** ANDROS, Bonne Maman, Faktoria Win, Komputronik brand profiles, MultiSport Polska, NaTurek, PayU, Scholl, Tartare, Wyborowa Pernod Ricard brand profiles.

## FENO | DIGITAL AGENCY

Content Designer 02.2017 – 10.2017

- **Digital Content Creation & Moderation for brands:** WizzAir, Tarczyński, Nicorette, BakomaBio, Carex, Grant's.

## SELECTED REFERENCES

### TRISTAN D'ORGEVAL

CHIEF PRODUCT OFFICER AT NOMAGIC

"Malwina is a very organised, responsive and professional general marketer, who can be trusted to run different projects from creating professional videos with external vendors to shooting less formal ones, managing LinkedIn channels and supporting event preparation, coordination and branding elements."

### MAREK CYGAN

CHIEF AI OFFICER AT NOMAGIC

"Her data-driven approach made a real difference in strengthening Nomagic's social media presence."