

ANNA FAŁEK

Polish-based digital copywriter with 10+ years' experience. Specialized in content writing and localization.

BA in Communications/Branding.

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PROFESSIONAL EXPERIENCE

Digital Copywriter

Self-employed
present

- Content creation, transcreation, QA, proofreading (EN, PL)
- SEO copywriting and optimization
- Social media copywriting
- Keyword research
- Trends and competitor research

Copywriter

Seka Group Sp. z o.o., Lubin
December 2020 - present

- Content creation for Gastro.pl: blog posts, social media content, product descriptions
- Web publishing (Wordpress, Magento)
- Industry: Foodservice equipment

Content Editor

adCookie, Wrocław
February - July 2020

- Content creation: long-form articles, blog posts, landing pages, infographics, SEO content
- Themes: banking, fashion, home&garden, beauty

Content Editor

Content Solutions, Wrocław
June 2018 - February 2020

- Content creation: product descriptions, blog entries, long-form guides
- Keyword research
- Web publishing (Wordpress / custom CMS)
- Themes: customer electronics, construction industry, entertainment, fashion

Copywriter

AlmiDecor.com, Wrocław
December 2016 - December 2017

- SEO content creation for AlmiDecor.com
- Themes: designers furniture and interior decor
- Web publishing (Magento eCommerce)

Content Manager

Via City Map, Poznań
January - September 2015

- Content management for viacitymap.pl
- Content creation: entries, reviews and blog posts
- Themes: HoReCa, travel
- Social media management: Facebook, Google+ and Twitter

Social Media Ninja

Hesna IMS, Poznań
April - September 2014

- Content creation for profiles on Facebook, G+, Pinterest and LinkedIn
- Developing FB Ads campaigns
- Designing social media graphics

RECENT FREELANCE PROJECTS

Local Editor

Agency: Industry Dive

Client: global insurance provider

2021 - present

- Copy-editing, QA and content localization
- SEO optimization and keyword research
- Social media content creation
- Trend research and competitors content analysis
- Supporting communications between the client's local marketing team and the international digital agency

Content Writer / Localization Consultant

Agency: Content Fleet

Client: Henkel

2020 - present

- English to Polish content transcreation, proofreading and QA
- Project: Henkel Adhesives

EDUCATION

University of Wroclaw, BA

2015 - 2018

- Faculty of Philology
- Field of study: Communications
- Speciality: Branding

LANGUAGES

- Polish (native)
- English (C1/C2)
- French (A2)

SKILLS

- Copywriting
- Content marketing
- Proofreading
- Creative writing
- SEO basics
- Research
- Problem solving

TOOLS

- Semrush
- Semstorm
- Wordpress
- Magento
- MS Office
- Google Workspace
- Worksuite
- Optimizely's CMP
- Canva
- Adobe Photoshop (basic)
- HTML + CSS (basic)

I agree to the processing of personal data provided in this document for realising the recruitment process pursuant to the Personal Data Protection Act of 10 May 2018 (Journal of Laws 2018, item 1000) and in agreement with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation).