

VERONICA KAWKA

PR & COMMUNICATION SPECIALIST



+48 570 732 062



veronica.kawka@gmail.com

linkedin.com/in/veronicakawka



Warsaw, Poland

Want to know more? Check out:

www.veronicakawka.co

PROFILE

PR & Communication Specialist with 9+ years' experience. Proven success in building and cultivating client relationships and PR/marketing projects for small to multimillion-dollar companies across diverse industries.

EDUCATION

MA in Professional Writing

3+1 Scholarship Recipient
Carnegie Mellon University
Pittsburgh, Pennsylvania

BA in Professional Writing

Add. Major: Creative Writing
Minor: Hispanic Studies
Carnegie Mellon University
Pittsburgh, Pennsylvania

LANGUAGES

Superb Verbal & Written Skills:
English (Native)
Polish (C2)
Spanish (B2)

EXPERTISE

Public & Media Relations
Client/Partner Management
Key Account Management
PR Strategy & Planning
Branding/Message Development
Senior-Level Client Presentations
Project Development/Management
New Business Growth
Social Media
Web & Print Content Development
Research & Cost Analysis

SKILLS

MS Office
Basic Photoshop
Adobe InDesign
Basic CSS
HTML

EXPERIENCE

COMMUNICATIONS & ENGLISH LANGUAGE CONSULTANT

VARIOUS | MAY 2016 – PRESENT | WARSAW, POLAND

Private tutor and language consultant training candidates for school exams, job interviews, English certificates (FCE, TOEFL, CAE, Cambridge), professional presentations etc. Develop and implement lesson plans focused on improving overall English proficiency and communication.

- Taught more than 250 clients and students ages toddler through adult
- Helped several students with learning disabilities pass their English courses/exams for the first time
- Designed main curriculum at Our College and Sunny Academy language schools
- Created marketing graphics for educational campaigns for Strefa Języka School
- Raised level of business English to extremely proficient for various professionals and company employees (Blyweert Aluminum)
- All students are passing, with a majority in the top percentile of their class

ACCOUNT MANAGER

FORTÉ PR | MAY 2015 – MARCH 2016 | LAS VEGAS, NEVADA

Led all client PR and media relations while creating and executing detailed strategies and plans. Oversaw 10 client accounts and a 6-member team.

- Expanded the client base over 70% in two years by creating engaging pitch presentations, delivering goal-surpassing results, and ensuring client satisfaction
- 50 million people reached by generated media hits
- Spearheaded PR campaign for The Mount Charleston Winter Alliance to avoid winter injuries and promote public safety
- Developed PR campaign and two grand opening events that brought in over 4000 prospective homebuyers to Skye Canyon master-planned community

ACCOUNT EXECUTIVE

FORTÉ PR | NOVEMBER 2014 – MAY 2015 | LAS VEGAS, NEVADA

Supervised majority of agency accounts functioning as main client liaison and executing detailed PR and marketing strategies. Oversaw social media for various client accounts, creating strategic plans and ensuring their implementation. Maintained key relationships with local and national media while collaborating with them to support client products and brand awareness.

- Developed internship program to groom interns into future employees
- Had clients featured in Forbes Travel, The Huffington Post, The Las Vegas Review Journal, Women's Adventure, The New York Times, The Washington Post, Bomb Snow Magazine, Prevention and other renowned media outlets
- Wrote the majority of client content (byline articles, websites, press releases, pitches and other marketing materials) and created their social media graphics

JR. ACCOUNT EXECUTIVE

FORTÉ PR | MAY 2014 – NOVEMBER 2014 | LAS VEGAS, NV

Assisted in developing and executing strategic client PR plans. Created content for all agency social media clients. Other duties included constructing media lists, researching editorial opportunities, and writing pitches, press releases and media alerts.

- Led PR campaign and ran charity events for The Smile for Survivors Foundation that raised over \$20,000 for dental work for breast cancer patients

ADDITIONAL EXPERIENCE (PR, COMMUNICATION & EDITORIAL) FEATURED ON WWW.VERONICAKAWKA.CO

"I agree to the processing of personal data provided in this document for realizing 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)"