

ANGELIKA GUZ

Content Marketing & Social Media Specialist

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Content Marketing and Social Media Specialist with 3 years of experience creating and managing digital content for personal brands and businesses, supported by 2 years of agency experience in account management and creative project coordination. Skilled in content planning, copywriting, brand communication, visual storytelling, photography, and short-form video. Experienced in developing **social media content**, maintaining brand consistency across platforms, and creating digital materials **aligned with visual identity and communication goals**.

EXPERIENCE

Content Creator & Social Media Specialist

2023 – 2026

Freelance

- Created copy, video scripts, Reels concepts, and visual materials for personal brands and businesses.
- Managed content communication and publishing for Dorota Gudaniec's personal brand across Instagram, Facebook, and LinkedIn, ensuring consistency in brand voice and cross-platform presence.
- Created visual content for brands such as Château Chapiteau, Cacao Mana, Moonsister, and UIN Footwear.
- Planned and managed Instagram content for @terapienaturalne.anadi and @maxhemp.pl.
- Designed visual materials for social media and content needs, including e-books and YouTube covers.
- Produced photography content for a personal Instagram project and collaborative brand projects.
- Contributed to the early development of a U.S.-based startup in the creator economy, supporting social media and taking part in website and communication-related discussions.

Junior Account Manager

2020 – 2022

Advertising agency nls84 | Branding agency PND Futura

- Coordinated marketing and creative projects for clients in the healthcare and FMCG sectors.
- Managed collaboration between designers and copywriters to support timely delivery and quality control of marketing materials.
- Supported the development of packaging, BTL materials, and branded communication assets.
- Conducted competitor and trend analysis to inform creative concepts and client recommendations.
- Co-created presentations, offer materials, and internal and client-facing communication assets.
- Collaborated across teams to translate brand and business goals into clear creative deliverables.

EDUCATION

2016 - 2022

University of Wrocław
Bachelor's and Master's degree studies

VISUAL COMMUNICATION

Specialization: Branding

SKILLS

- Social media management
- Content planning and publishing
- Copywriting and brand storytelling
- Brand communication and tone of voice
- Photography and short-form video production
- Competitor research and trend analysis
- Client communication and team collaboration
- A strong visual and aesthetic sense

PROGRAMS

- Canva
- Adobe Lightroom
- Adobe Premiere Pro
- CapCut
- Notion
- ChatGPT, Gemini, Perplexity
- Figma (basic)

LANGUAGES

- Polish – Native
- English – C1
- French – A2