WIKTORIA DWOJAK

Marketing Graduate | Digital Marketing | Content & Campaign Coordination

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Relocating to Melbourne, VIC | Arriving 1 February 2027 | Work and Holiday visa (subclass 462) granted

PROFESSIONAL SUMMARY

Marketing graduate with hands-on experience in digital marketing, social media management, content creation and campaign analytics. Created 75+ marketing materials and supported promotional campaigns and university events. Experienced in social media content strategy, team collaboration and campaign performance reporting. Skilled in Canva, Hootsuite and Google Analytics. Strong communication, organisation and leadership skills developed through professional experience and an NCAA Division II student-athlete background.

PROFESSIONAL EXPERIENCE

Social Media Content Creator | LYCEUM, Wingate University — Aug 2025 – May 2026
North Carolina, USA

- Created and delivered 75+ marketing materials, including promotional flyers, posters and digital content, to support university campaigns and events.
- Managed Instagram and TikTok content, contributing to a ~30% increase in social media followers.
- Collaborated with a team of five students, providing guidance and helping coordinate content creation and marketing activities.

Digital Marketing Simternship | Stukent — Oct 2023 – Oct 2024
Remote

- Analysed market and campaign performance data to evaluate and optimise digital marketing strategies.
- Ran A/B tests, keyword research and landing page optimisation to improve user engagement and conversion rates.
- Tracked KPIs including CTR, CPC, ROI and conversion rate to assess campaign effectiveness and inform data-driven decisions.

Event Staff | BEST Crowd Management – Bank of America Stadium — Sep 2022 – May 2026
Charlotte, North Carolina, USA

- Supported the delivery of NFL games, major sporting events, concerts and live entertainment.
- Assisted with ticket scanning, guest services, crowd management and venue security procedures.
- Worked within a multi-department operations team, resolving guest enquiries calmly under pressure.

Events & Customer Service | Zajazd u Dwojaków — Sep 2019 – Aug 2022
Lublin, Poland

- Supported event setup and service coordination for weddings, private functions and special events.
- Delivered attentive guest service, ensuring a positive experience and maintaining a clean, organised venue.

EDUCATION

Bachelor of Science in Marketing | Wingate University, North Carolina, USA — Aug 2022 – May 2026

CORE SKILLS

Marketing: Digital Marketing | Campaign Planning | Content Strategy | Market Research | Competitor Analysis
Tools: Canva | Hootsuite | CapCut | Photoshop | Instagram | TikTok | Facebook | Pinterest
Analytics & Soft Skills: Google Analytics | KPI Tracking | A/B Testing | Communication | Teamwork | Leadership

CERTIFICATIONS, ACHIEVEMENTS & OTHER

Certifications: Google Digital Marketing | Stukent Digital Marketing | Hootsuite Platform | First Aid/CPR/AED | Certified Lifeguard & Swimming Instructor
Achievements: NCAA Division II All-American Swimmer | Multiple-time Polish Championship medalist | President's List | Dean's List
Languages: English (C1 – Advanced) | Polish (Native)
Driver's license: Full license (Category B)