

# MAGDALENA WOLAK

# CREATIVE REMASTERED.

**Reworking and processing ideas,  
concepts & stories into bits that  
make sense for everyone.**

WWW.MAGDALENAWOLAK.COM

EMAIL [magdalena.wolak@outlook.com](mailto:magdalena.wolak@outlook.com)

PHONE NUMBER 416.919.5814

## WORK

**12.2020 – present**

**COPYWRITER / CONTENT WRITER**

VENTURE COMMUNICATIONS, Toronto, ON

- Copywriting and proofreading in a wide variety of styles, tones and formats.
- Managing the development of website content under the direction of the content strategy. Researching, writing and editing pieces for marketing communications campaigns, web content, blog posts, articles, white papers, and social posts.
- Managing SEO and analyzing and implementing the most current industry practices and standards.
- Discovering and redefining content marketing trends and strategies.
- Collaborating in the creation of client content calendars.
- Establishing workflow of creation, editing and publishing of content.
- Proactively proposing new, innovative, sharable content ideas.
- Establishing strong cross-departmental relationships.
- Contributing to other agency required writing projects as-needed.
- Working closely with the Social Media Specialist to proactively manage online conversations and identify any that would require immediate escalation.

**02.2019**

**CO-FOUNDER / MANAGING DIRECTOR**

BLANQ & CO., Toronto, ON

- Oversee and work on the creative development of projects and plan and implement long-term business strategies to achieve objectives.
  - Web UX/UI, logo design, website copy, copywriting/editing and photography.
- Develop strategies to assess brand and client concepts for campaigns and projects and focus on client relationships and PR development.
- Analyze opportunities for growth and scaling and use them to conduct brand development, planning and implementation.
- Carry out SWOT analysis to mitigate any risks due to industry and market fluctuations.
- Provide ongoing performance feedback and coaching of team members.
- Demonstrate expertise in marketing communications (Storytelling & Channel planning).

**02.2020 – present**

**FREELANCE COPYWRITER / CONTENT WRITER**

KONVERGE DIGITAL SOLUTIONS, Toronto, ON

- Write long copy for landing pages and blog posts for a custom software developer company and SaaS products.
- Optimize content strategically for SEO purposes.

06.2019 – 12.2020

**CONTENT MARKETING MANAGER**  
CANADIAN COIN & CURRENCY, Toronto, ON

- Brand Copywriter and Art Director.
- Executed the online marketing campaigns in both data-driven and creative roles:
  - Posts, magazine booklets, banner ads, email marketing, educational pamphlets, print and digital advertisements.
- Optimized website and created content (including photography and copy) for SEO/SEM technologies.
- Researched, defined plans and developed target audience profiles, copy and strategy based on specific identified media platforms.
- Planned and executed social media and online marketing strategy between the three core companies.
- Analyzed and researched current marketing trends.
- Developed, wrote, and managed PR strategies and communications:
  - Press releases, social outreach, content marketing, email marketing, blog posts, marketing materials and magazine articles.
- Researched, developed and implemented sales training & onboarding manuals for in-house sales team and management.
- Created target audience portfolios, consumer behaviour, client reading, sales floor layout and design, sales keywords and behaviour & onboarding training.
- Teamed up with the Creative Director in planning the design for new numismatic pieces to present to the Royal Canadian Mint.
- Designed and planned email and marketing material for monthly Royal Canadian Mint launches.

07.2018 – 06.2019

**MANAGING EDITOR**  
THE EDGE: A LEADER'S MAGAZINE, Toronto, ON

- Exercise full creative and editorial control over content choice, graphic design, sales forecasting and online marketing direction with special concentration on the content department.
- Research, plan and create Editorial Calendar.
- Directing all departments in training, onboarding and offboarding.
  - Guide department heads in management, tasks and protocol.
- Develop PR strategies and manage PR communication initiatives: new releases, media outreach, monitoring and tracking, content marketing, client interview and engagement, media training and spokesperson support.
- Work closely with the publisher and publication distributors.
- Restructure policy manuals, job descriptions and organizational tools.
- Ensure ESA is adhered to and legislation is enforced.

## EDUCATION

2019 - 2022

**MBA & MASTER OF BIG DATA AND BUSINESS INTELLIGENCE**  
European Business School of Barcelona

2009 - 2015

**BACHELOR OF ENGLISH & POLITICAL SCIENCE**  
University of Toronto

2008 - 2009

**DIPLOMA OF ARTS AND SCIENCE**  
George Brown College

## PAST EXPERIENCE

**MARKETING SPECIALIST | KARMA CASTING**  
**POETRY EDITOR | EMERGING WRITERS**  
**EDITOR | LUNAR POETRY**  
**POETRY EDITOR | THE SPECTATORIAL**  
**COPYWRITER & CONTENT RESOURCING | SWEPT MEDIA**

## SKILLS

MARKETING STRATEGY • PROJECT EXECUTION • COPY EDITING • COPYWRITING • ADOBE CREATIVE SUITE • SEO • ART DIRECTION • TYPOGRAPHY • DIGITAL MARKETING • WEBSITE AUDITING • TEAM LEADERSHIP & STAFF MANAGEMENT • PUBLIC RELATIONS • DESIGN AND ILLUSTRATION • PHOTOGRAPHY • CONTENT CREATION •