

# DAGMARA DUDEK

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A dynamic, creative and enthusiastic team-player with an eye for detail, looking for a remote opportunity to contribute significantly to your business success by making it stand out with compelling branding, targeted marketing strategies and engaging content as a Junior Professional. Finding satisfaction in project planning, consistency and the autonomy of an async-first, work-from-home setting. Having a relevant Digital Marketing education and more than 10 years of experience in multiple roles in Retail and Travel sectors.

## TRANSFERABLE SKILLS

Concise Verbal Communication	Critical Thinking	Direct Sales	Wordpress for Website
Business Writing	Problem-solving	Cash Handling	Search Engine Optimisation
Goals setting	Budgeting	Microsoft 365	Social Media
Leadership	Task Prioritisation	Google Workspace	Advertising
Research	Time Management	Canva	Content marketing
Data Collection	Project Planning	Zoom	Native Polish
Trend Analysis	Travel Management	Trello	Fluent English
	Customer Service	HubSpot	(GCSE; IELTS Academic)

## EDUCATION

Sep 2021 - Dec 2023

### [Level 3 City & Guild Diploma in Digital Marketing](#)

Green Labyrinth College, Swindon, UK

**AREAS OF EXPERTISE:** Market Research and Evaluation including customer and competitor insights, Digital Branding, Content Marketing and Graphic Design for Digital Media, Social Media Marketing, Planning and developing business website, SEO/SEM, Blogging, Newsletter Marketing, Voucher Marketing, QR codes, Mobile marketing, Marketing Survey, Marketing Data Collection and Analysis, Digital Marketing Strategy.

*This diploma sits within the Level 4 Advanced Apprenticeship in Social Media and Digital Marketing, which means I learnt a lot through practical tasks than a typical study exam. I studied a full spectrum of digital marketing tactics and tools for business. I completed over 30h of learning sessions, 18 quality assignments and 4 individual projects to meet the practical criteria of the training. What else truly helped me to master the most wanted digital marketing knowledge, skills and enhance my self-esteem and self-confidence in a cross-cultural digital jungle are all the 10 accredited short courses (CPD's) that I have done alongside.*

Jan 2018 - Sep 2020

### [MSc Diploma in International Tourism and Travel](#)

University College Birmingham, Birmingham City, UK

Thesis: Opportunities to develop scuba diving tourist potential of the Turkish Republic of Northern Cyprus

**AREAS OF EXPERTISE:** Tourism Experience Management, Sustainable Tourism Management, Tourism Risk Management, Tourism Marketing and Digital Solutions, International Tourism Project Management.

*The training was accredited by University of Birmingham to assure certain quality standards of professional knowledge and skills development. It was an opportunity to boost a plethora of management skills (i.e. communication and creativity, critical thinking, problem-solving, research and analytical skills) together with an in-depth understanding of T&T principles and contemporary issues which are critical to succeed in this highly dynamic and competitive sector. I could develop project marketing skills through an international live practice and at the same time create my own tourist product: Northern Cyprus in depth. I believe this this particular achievement together with my previous Tourism education ([European BA in Travel and Recreation](#) at Adam Mickiewicz University in Poznan - Poland as well as the equivalent of [NVQ Level 4 Diploma in Tourist Service](#)) make me a perfect candidate to perform a professional job role within T&T, including a Travel Consultant, Tourist Product Specialist, Retail Travel Assistant, Reservation Agent, etc.*

Sep 2016 - Sep 2017

### [Level 2 AAT Foundation Certificate in Accounting, South & City](#) College Birmingham, Longbridge, UK

**AREAS OF EXPERTISE:** Bookkeeping Transactions, Bookkeeping Controls, Elements of Costing, Foundation level synoptic, Using Sage 50 Accounts.

*Developed foundation skills for working effectively in Finance Administration (i.e. double-entry bookkeeping, sales and purchase ledgers, using of control accounts, basic costing, producing trial balances).*

## EMPLOYMENT HISTORY

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Nov 2017 - Oct 2020

**Warehouse Colleague with KPI Admin duties (Temporary)**

iForce Ltd., Redditch, UK

*Admin duties: Setting up time-sheets. Following Deployment Plans and Daily Targets. Deploying tasks and measuring performance. Using warehouse management software. Reporting to the Management; Picking & Packing duties: collecting products from bulk locations manually or with wrist order terminals, packing orders and printing delivery notes, dealing with shortfalls; Processing Inbound Stock; Back to Stock Operations; Supporting other iForce branches when necessary.*

Oct 2019 - Jan 2020

**Warehouse Operative (Temporary)**

MnM Direct Ltd., Hereford, UK

*Returns operations: Visually checking products incoming to the Warehouse, Processing return-related paperwork, Using an internal software and a barcode terminal.*

Oct 2017 - Dec 2017

**Sales Associate (Temporary)**

TK MAXX Ltd., Redditch, UK

*Processing deliveries; Replenishing goods; Fitting room operations; Serving customers' needs; Maintaining shop floor in accordance with the strict TJX Europe procedures.*

Nov 2015 - Sep 2017

**Warehouse Associate (Permanent)**

LEXON GB Ltd., Redditch, UK

*Picking stock using the wrist order terminal from bulk locations; Routing orders and handling with short-falls and empty bins at Check-In; Manually checking its quality; Packing and labeling orders; Creating despatch notes; Selecting parcels ready for despatch; Stock replenishment; Working closely with the shift supervisor to ensure deadlines are met; Identify and report any product anomalies; General warehouse housekeeping.*

Apr 2015 - Nov 2015

**Warehouse Associate (Temporary)**

SP Group Ltdz., Redditch, UK

*Inspecting the quality of Point of Sale materials being printed for the business clients; Packing and shipping orders accurately; Keeping the working area clean and tidy.*

Feb 2015 - Apr 2015

**Warehouse Operative (Temporary)**

TOT Shirt Ltd.

*Making prints and badges on t-shirts; Operating heat press transfer machines, laser printing machines and industrial dryer; Preparing completed orders for the dispatch; Filling the required paperwork; Using the internal stock control software.*

Sep 2014 - Jan 2015

**Warehouse Associate (Temporary)**

TJX EUROPE Ltd., Newcastle-under-Lyme, UK

*Unboxing, ticketing, labeling and hanging goods; Packing orders appropriately to ensure safe delivery to the customer, Placing orders in the relevant run cages and totes for delivery; Following processing routines at a very high standard; Working to efficiency targets and to meet goals.*

Feb - May 2014

**Assistant Store Manager (Full-Time)**

HOUSE (Lpp S.A. Group) Koszalin, Poland

*Retail Store Operations; Cash Management; Planning and deploying daily tasks; Stock Control; Restocking and Transfers; Dealing with Customer Returns and Complaints in a friendly and efficient manner; Administrative duties including Sales Reports, Bank Deposits of Cash, Customer Complaints Proceedings; Key holder.*

May 2012 – Feb 2014

**Fashion Visual Merchandiser (Full-Time)**

KappAhl, Slupsk, Poland

*Implementing the brand visual guidelines at the shopfloor and in the window; Ensuring best use of a store's layout; Styling mannequins; Setting uplighting; Walking the store daily to identify product challenges, ensuring the accurate replenishment of products onto the sales floor and the appropriate standard of presentation; Working closely with the Store Manager to ensure commercial performance and stock availability; Identifying opportunities, issues and needs within the retail store and creating action plan to implement improvements in exposition; Participating in staff meetings, as needed and keep the team up to date with trends, stock moves and changes on visual execution and standards; Administrative tasks and reporting to the Country Visual Merchandiser; Supporting the other in-store concept projects across the country.*

Jan - Sep 2011

**Event Steward (Temporary)**

MSM Events, Poznan, Poland

*Informing participants of mass football and music events about organizational solutions, especially in relation to the applicable safety regulations specified by the hosting organization and rescue services; Guiding event participants to medical, catering, and sanitary points; Checking the entitlements of persons to participate in an event, browsing the contents of their wear and bags when necessary; Activities to prevent excessive crowding; Responding to any incidents and threats (e.g. handing over to the police people who do not comply with the rules of the event, or disturb the public order during the event); Reporting to the Management.*

Jun - Nov 2010

**University Intern in Hospitality (Temporary)**

Amathus Beach Hotel, Limassol, Cyprus

*Understanding the overall operations of the hotel Housekeeping operations; In charge of cleaning the hotel rooms and ensuring that room attendants have completed their responsibilities to high standards; Scheduling and deployment of tasks to Housekeepers; Managing inventory of cleaning supplies and equipment; Addressing maintenance issues and reporting to the maintenance department; Monitoring and ensuring compliance of operations with occupational Health and Safety; Collaborating with other departments to ensure facilities are maintained to high standards; Participating in preparations for the ATLAS Annual Conference: Mass Tourism vs Niche Tourism.*

Dec 2009 – Feb 2012

**Sales Associate (Part-Time)**

TK Maxx (TJX Poland Sp z o.o.), Poznan and Gdansk, Poland

*Assisting with deliveries and merchandising products at the shop floor; Assisting customers at the shop floor if required; Fitting room operations; Processing payments and handling cash at the till; Arranging clearance and special offers areas; Changing the shop floor layout in accordance with the company guidance; Providing appropriate marketing signages; Ensuring the shop floor is clean and tidy; Keeping the business standards high.*

Sep 2007 – Feb 2009

**Time Sales Associate (Full-Time)**

DIVERSE (Etos S. A.), Slupsk and Poznan, Poland

*Processing deliveries and stock transfers; Replenishing the stock; Displaying apparel and accessories in accordance with the brand's VM concept; Arranging Seasonal Clearance; Dealing with customer queries; Fitting room duties; Processing payments and handling cash; Handling customer complaints; Keeping the shop floor clean and tidy.*

Jun 2007 - Aug 2007

**Children's Holiday Camp Counsellor (Project)**

'Eskapada' and 'Euro-tours', Slupsk, Poland

*Planning children daily activities; Maintaining recreational equipment; Instructing campers in daily routines and cleanup tasks; Supervising children during daily activities and ensuring their safety; Following Safety and Emergency procedures; Providing First Aid and ensuring medical support when necessary; Maintaining the Camp Counsellor Journal; Reporting to the Camp Manager.*

Oct 2006 - Mar 2007

**Tour Office Assistant (College Internship)**

Euro-tours, Slupsk, Poland

*Investigating tourist destinations; Planning and developing travel offers; Finding contractors to provide to customers travel-related services; Costing and Pricing; Ensuring the accuracy and validity of offers; Maintaining and updating records; Reporting to the Management.*

Sep 2005 - Feb 2006

**Tour Office Assistant (Gov-funded Apprenticeship)**

Wodnik, Slupsk, Poland

*Diagnosing the clients' needs and suggesting suitable travel packages or tour services; Booking flights, buses, ferries and accommodation for customers; Supplying travelers with pertinent information (Travel Terms and Conditions, available insurance options, customs, weather conditions, reviews, etc.) and with useful travel materials (destination guides, maps, event programs); Cash and card Operations; Processing receipts or invoices; Preparing marketing materials; Creating and updating electronic records of clients; Maintaining close relationships with key customers.*

## EMPLOYMENT GAPS

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Whilst being a full-time parent since October 2020, I have further developed my Digital Marketing skills by constant education and practical assignments. Also, I participated in DWP's programmes including the Restart Scheme and the Shaw Trust's Work and Health Program, in order to strengthen my employability skills and break social barriers while trying hard to change my occupation and return to work after my child-birth-related career break.

## MARKETING PROJECTS

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### Thermie Ideas

*Logo Design; Facebook Optimisation; Content Planning and Scheduling; Graphic Design with Canva; Short Video; Facebook Ads; Providing customer through each single step of the purchase journey - before buying, during sales transaction and after sales; Direct product promotion by client presentations; Building new and leveraging existing connections with prospective and existing consumers; Arranging a loan or divide payment; Planning and closing various branch projects together with other team members (i.e.: Cooking Classes, Charity Actions); Working efficiently to deliver a high level of service and achieve sales goals being necessary to make my participation successful.*

### Ready to Wean

*Marketing Audit; Branding; Web Development; Search Engine Optimisation; Creative Design; Blogging; Social Media Optimisation; Content Planning and Scheduling; Newsletter Marketing; Mobile App Planning; QR Marketing; Digital Media Policies; Digital Crisis Action Plan.*

### Harry's Cycle

*Customer Analysis; Persona Development; Newsletter Development; Facebook Campaign.*

### Cathy's Coffee Shop

*Marketing Audit; Marketing Strategy; Product Portfolio Development; Voucher Campaign.*

### Redditch Craft Bakery

*Business Price List; Retail Price Labels.*

### Northern Cyprus in Depth

*Market Research; Logo Design; Copywriting; Graphic Design; One-page; Facebook Ads; Leads Generation.*

### Alpha Team

*Identifying the goal of a poster; Considering a target audience; Selecting a professional poster template; Picking a color scheme chosen by the brand owner; Including a clear call to action; Using fonts to create a hierarchy of information; Using icons to visualize concepts and grab attention; Adding stock photos; Saving an image in the expected format.*

### The Future of Travel

*Goals setting; Target audience analysis; Content writing; Stock photos; Template and color scheme design; Recording video presentation.*

## PROFESSIONAL DEVELOPMENT (CPD's)

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DIGITAL MARKETING	IT & CYBERSECURITY	TOURISM & TRAVEL	RETAIL
Images for Business	IT Software	Children Holiday	Foundations of Visual
Facebook for Business	Fundamentals	Camp Counsellor	Merchandising
Instagram for Business	Using IT to Increase	Holiday	Manual Handling
Twitter for Business	Productivity	Entertainment	
Digital Advertising	Principles of Internet	Associate	
Campaigns	Safety	Hospitality	
Social Media Strategy	General Data Protection	Associate	
Mobile Marketing	Regulation (GDPR)	Event Steward	
WordPress		Tour Leader	
SEO Course		Overseas Tour	
LinkedIn for Business		Representative	
Video for Business			

## SPARETIME

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Cycling; Paddleboarding; Scuba Diving; Hand Embroidery