



Anna Chodacka-Penier

PROJECT MANAGER - EDITOR/WRITER – JOURNALIST – CONTENT MANAGER

Experienced, creative professional with a major goal to communicate effectively and attract by creating engaging content and publications, as well as managing interesting projects. Able to work under pressure and ensure strict deadlines are always met. Able to work both independently and in a diverse environment.

• **Mobile:** +48 539 909 611

• **E-mail:** anna.chodacka.penier@gmail.com

• **Personal Website:** <http://annapenier.workfolio.com>

Key skills

Excellent writing skills	Problem-solving skills	Marketing
Exceptional editing skills	CMS experience	Content marketing
Project management	Event management	Public Relations
Excellent communication skills	Time/deadlines management	Copywriting
Research/analytics	Negotiations	Proofreading

Professional experience

PROJECT MANAGER/EDITOR-IN-CHIEF/PUBLISHER - GRUPA MEDIALNA LIFESTYLE, www.gmlifestyle.pl **01/2015 – 10/2019**

SUKCES JEST KOBIEȚĄ - *Women empowerment project; interviews with 50 (per edition) successful women in Poland, 4 editions published every year, 50, 000 circulation per edition; Krakow/Warsaw, Poland.*

Responsibilities:

Project management of the published books • Supervised the whole production, characters approval, expert features, introductions, headlines, etc.

• Managed a team of seven journalists • Lead/coached staff through a variety of brainstorming sessions • Created scenarios for interviews • Conducted interviews with book characters • Edited submitted interviews for publication • Managed copywriting for books promotion and their market premieres • Managed team of book designers • Proofread text • Coordinated work with the printing house • Created scenarios for video features (2nd & 3rd editions of the book) • Conducted video interviews (2nd & 3rd editions of the book) • Coordinated photo sessions • Supervised book premieres • Acted as distribution manager.

PROJECT MANAGER/EDITOR/ WRITER/ JOURNALIST - GRUPA MEDIALNA LIFESTYLE, www.gmlifestyle.pl **04/2009 – 12/2016**

EKSMAGAZYN - *Printed, lifestyle magazine for women, 32 issues during 6 years 50, 000 circulation per issue; Krakow/Warsaw, Poland.*

Responsibilities:

Managed selection, content and placement of all stories and photos, plus copy-editing and rewriting of each printed and online (www.eksmagazyn.pl) issue of the magazine • Managed a team of journalists • Managed graphic design and DTP artist work • Acted for photo editor • Coordinated work with the printing house • Managed distribution.

PROJECT MANAGER/WRITER/EDITOR - GRUPA MEDIALNA LIFESTYLE, www.gmlifestyle.pl **12/2015 – 12/2016**

FITMAGAZYN - *Healthy lifestyle, printed magazine, 7 issues, 50,000 circulation per issue; Warsaw, Poland.*

Responsibilities:

Provided and managed content for each printed and online issue of the magazine • Write numerous articles for each issue • Edited articles and

interviews provided by journalists for each issue • Managed graphic designer and DTP artist work • Acted for photo editor • Coordinated work with the printing house • Managed distribution.

EDITOR-IN-CHIEF/CONTENT MANAGER/WRITER - GRUPA MEDIALNA LIFESTYLE, www.gmlifestyle.pl **06/2015 – 03/2019**

www.sukcesjestkobieta.pl - *lifestyle website for women, 115 000 unique visitors per month*

Responsibilities:

Managed website creation and design • Provided and managed content for the website • Written various website articles • Managed web content (CMS) • Managed Facebook's content and copywriting • Supervised photo editing.

WEB CONTENT MANAGER/PROJECT MANAGER/EDITOR - GRUPA MEDIALNA LIFESTYLE, www.gmlifestyle.pl **04/2009 – 03/2019**

www.fitmagazyn.pl (75,000 unique visitors)

www.lifestylecoaching.pl (110,000 unique visitors per month)

www.dzienmezczyzny.pl (75,000 unique visitor per month)

www.eksmagazyn.pl (165,000 unique visitors per month)

Group of lifestyle websites targeting different audiences in Poland; Warsaw, Poland.

Responsibilities:

Provided and managed content for the website • Written various targeted articles • Managed web content (CMS) • Edited and managed content provided by authors • Managed Facebook's content and copywriting • Coordinated cross-promotion between websites, contests for readers, sponsorship deals, advertisements placement, etc.

Professional experience, continued

PROJECT MANAGER/EDITOR/ PUBLISHER - GRUPA MEDIALNA LIFESTYLE, www.gmlifestyle.pl **2014 – 2015 – 2016**

FIT JEST SEXY, FIT KUCHNIA, FIT W PRAKTYCE - Series of 3 books promoting a healthy lifestyle, 80,000 circulation per title, per year;

Warsaw, Poland.

Responsibilities:

Managed book content edition & proofreading • Coordinated graphic designer and DTP artist work • Handled printing house • Managed distribution
• Supervised book premieres • Managed sponsorship deals, advertisements placement, etc.

PROJECT MANAGER/PROJECT COORDINATOR/EVENT MANAGER - GRUPA MEDIALNA LIFESTYLE, www.gmlifestyle.pl **2015 – 2016 – 2017**

FIT AKADEMIA - specialized weekend workshops for fitness trainers and nutritionists, 150 participants per each edition, 11 editions per year in the biggest cities of Poland (Warsaw, Krakow, Poznan, Lodz, Gdynia, Szczecin, Bydgoszcz, Wroclaw, Katowice, Lublin, Rzeszow).

Responsibilities:

Sponsorship management • Negotiated sponsorship deals • Supervised sponsorship exposure during each training (logo, gift bags, distributions of promotional brochures and materials provided by sponsors, etc.) • Coordinated all logistics for the events, including, venue (different venue in every city), meals, travel accommodation etc. • Managed customer service and sales • Managed budgeting & cost controls • Ensured all deadlines were met, questions were answered and requests were addressed.

PROJECT MANAGER/PROJECT COORDINATOR/PR MANAGER - GRUPA MEDIALNA LIFESTYLE, www.gmlifestyle.pl **2015 – 2016**

FIT & BEAUTY, Health & Activity & Beauty trade show - Two editions of 2-day healthy lifestyle trade shows, 150 exhibitors per each edition, over 10,000 participants per each edition, Krakow, Poland.

Responsibilities:

Managed client & VIP relations • Coordinated media relations • Supervised PR coverage before and after trade shows • Managed budgeting, cost controls, event production and exhibitor engagement • Negotiated and coordinated sponsorships • Managed sponsorships' exposures during each edition (logo, gift bags, distributions of promotional brochures and materials provided by sponsors, etc.) • Handled publication of a trade show's guidebook for participants • Ensured all Health & Safety regulations are met and procedures followed for the venue (ICE CRACOW www.icekrakow.pl/en).

INTERN/JOURNALIST/FREELANCE JOURNALIST **03/2008 – 12/2012**

Gazeta Wyborcza (Krakow Office) - The most popular daily newspapers in Poland, average 40,000 circulation per edition, Krakow, Poland

Responsibilities:

Researched, documented, wrote, and conveyed news in an honest, ethical, and objective standard • Wrote short stories on education and social issues in the city • Interviewed people in a wide range of social circumstances • Created original content covering health and beauty topics for special editions of the newspaper • Cooperated with editors, photographers and photo editors.

Education

2007 – 2010 **Master of Arts degree in Journalism and Communication, Jagiellonian University of Cracow, Poland**

(Member of the Network of Central-Eastern European Quality Assurance)

Courses included (among others): Newspaper Journalism, Radio Journalism, Marketing, Social Communication, Internet Journalism, Public Relations.

2003 – 2006 **Bachelor of Arts degree in Political Science, University of Rzeszow, Poland**

Courses included (among others): Rhetoric and Eristic, Modern History, Public Administration,

Selected Courses

06/2019 PRINCE2 Foundation Certificate in Project Management

06/2019 PRINCE2 Practitioner Certificate in Project Management

Awards

ELIOS 2010 - received the main prize in the national ELIOS 2010 competition for journalist material devoted to intellectual disability (published in Gazeta Wyborcza Krakow 2009)

Technical Skills

Microsoft Office: Word, Publisher, Excel, PowerPoint, Adobe InDesign (basic)

Language Skills (CEFR)

English – Advanced (C2)

French – Basic (A1)

Polish – Advanced (C2)

Personal Interests

Healthy lifestyle, healthy nutrition, reading books, traveling, hiking.

I agree to the processing of personal data provided in this document for realising the recruitment process. I agree to the processing of personal data provided in this document for realising future recruitment processes.