



Barbora Pastekova

Social Media Coordinator, Creative Copywriter & Storyteller

An independent and motivated graduate with a proven track record of copywriting experience from developing a unique tone-of-voice to website copy, promotional materials, and blog pieces. Skilled SoMe coordinator with experience in increasing brand awareness and building highly engaged community. I am a driven and creative individual with strong communication skills and the ability to reflect that in my work as well as in the working environment. I thrive in a fast-paced environment and am a self-starter and a very fast learner.



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SKILLS

Creating and embedding brand tone of voice consistently across all channels in short and long copy style

Writing original copy optimized for different touchpoints, platforms and styles

Understanding of the social landscape and what formats work well on which channels

A natural communicator – confident in presenting ideas and Social thinking

Experience of creating an engaged community of people who love the brand

LANGUAGES

English

Native or Bilingual Proficiency

Danish

Limited Working Proficiency

German

Professional Working Proficiency

WORK EXPERIENCE

Freelance Copywriter StoryLab Collective

12/2020 - Present

Odense, Denmark

Achievements/Tasks

- Creative Copywriting, Storytelling, and SoMe optimisation to help companies with their content marketing

Creative Copywriter, SoMe, and Influencer Marketing Coordinator SEGEL

02/2020 - 06/2020

Copenhagen, Denmark

SEGEL, DropBucket's sister company, is a new fashion start-up combining functional products with environmental principles.

Achievements/Tasks

- Optimised SoMe strategy that led to increased engagement, follower count, and reach
- Wrote convincing copy and defined tone-of-voice that best represented company's DNA
- Researched, recruited, and coordinated influencer partnerships

Creative Copywriter and SoMe Coordinator DropBucket

12/2019 - 02/2020

Copenhagen, Denmark

DropBucket is a well-known Danish company offering solutions for cost-effective and environmentally friendly waste management.

Achievements/Tasks

- Wrote captivating copy for social media and promotional materials
- Developed a SoMe strategy based upon proficiently communicating the brand's story and the multi-faceted character of the products

Affiliate & Influencer Coordinator Organic Basics

10/2019 - 12/2019

Copenhagen, Denmark

Achievements/Tasks

- Researched and recruited the most relevant content creators + community management
- Collected partner data and updating CRM
- Worked with various e-commerce, affiliate marketing, and audience analytics tools and software (SemRush, Refershion, Shopify, Lefty)

LANGUAGES

Slovak
Native or Bilingual Proficiency

Czech
Native or Bilingual Proficiency

Spanish
Limited Working Proficiency

INTERESTS

Reading

Music and Podcasts

Traveling

Popular Culture

EDUCATION

American Studies UNIVERSITY OF SOUTHERN DENMARK

09/2017 - 06/2019

Odense, Denmark

Key focus

- Gaining insight into the socio-political and cultural sphere of the US. Combination of project-oriented work and textual analysis – transforming complex ideas into more comprehensible ones with a particular focus on language correctness.

Intercultural Communication and Foreign Languages THE UNIVERSITY OF ECONOMICS IN BRATISLAVA

09/2012 - 05/2015

Bratislava, Slovakia

Key focus

- Acquiring technical language skills in English and German necessary to develop communication strategies among parties with different cultural backgrounds within the business environment.