

# Lilia Kozera

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## Experience

### Tears of Joy

03/2024 – currently

#### Junior Social Media Specialist (Gaming)

- Creating content for VALORANT's Polish social media profiles (Instagram, TikTok, Facebook and X) along with moderation. Support for the Polish League of Legends and Teamfight Tactics channels.
- Localizing posts for Polish community.
- Preparing the schedule of social media posts.
- Preparing copy for posts and ideas for graphics and videos.
- Collaboration with the creation department.
- Preparing reports for the client.

### CD PROJEKT RED

#### Junior Community Content Strategy Manager

07/2022 - 12/2023

- Assist in designing community content strategies and communication plans related to all of CD PROJEKT RED's games.
- Write social media posts.
- Assist in creating community assets (video, static, etc.).
- Assist in gathering and updating Community Team's internal resources.
- Preparing and distributing reports.
- Communicate via official social media channels (Facebook, Instagram, X, TikTok, LinkedIn, Discord) related to all of CD PROJEKT RED's games.
- Work on designing and executing community projects together with the whole Community team and other teams.
- Participate in company and industry events as Community Team's representative.
- Co-creation and planning of content for the company's TikTok.
- Collaboration with the employer branding department.

### Webup! S.C.

#### Internship/Junior Marketing Specialist

05/2021 - 12/2021

- Managing client's social media profiles from the higher education industry (Facebook, X).
- Scheduling social media posts.
- Managing Email Marketing.
- Creating advertising texts in Google Ads.
- Collaboration with creation department.

## Education

### WARSAW SCHOOL OF ADVERTISING

2020 - 2023

Bachelor's, Journalism and Social Communication  
specialization: Advertising Strategy and Public Relations

## Skills

**Hard Skills:** Google Workspace, Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Trello, Slack, Creative Writing, Social Media Management, CapCut, Digimind, Miro, Hootsuite, Meta Business Suite, monday.com

**Soft Skills:** Creativity, Teamwork attitude, Communication skill, Organized, Ability to accept criticism, Empathy

**Languages:** Native Polish, Advanced English (B2/C1)

## Certificates

**Cambridge Assessment English**  
First English Exam (FCE)

**03/2022**

**Google and SGH Warsaw School of Economics**  
Digital Marketing Certificate „Umiejętności jutra”

**07/2022**

## Interests/Hobbies

Movies, E-sport, Gaming, Singing

I agree to the processing of personal data provided in this document for realising the recruitment process pursuant to the Personal Data Protection Act of 10 May 2018 (Journal of Laws 2018, item 1000) and in agreement with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation).

I also consent to processing of my personal data by for the purposes of any future recruitment processes.