

# ANNA KURPANIK

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## TECHNICAL SKILLS:

- ◉ Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- ◉ MS Word, PowerPoint, Excel
- ◉ Wordpress (CSS, HTML, Website Builder, WooCommerce)
- ◉ Social media platforms (Facebook, Twitter, LinkedIn, Google My Business etc.)
- ◉ Google Analytics

## PERSONAL SKILLS:

- ◉ Can-do attitude, self-motivation
- ◉ Attention to detail
- ◉ Great collaborator
- ◉ Multitasking
- ◉ Passion for product, branding and marketing
- ◉ Innovative approach
- ◉ Problem solving and creativity
- ◉ Customer and product-focused
- ◉ Assertive communication
- ◉ Flexibility

## EXPERIENCE:

**Hannah Compliance Solutions**      Dublin, Ireland      January 2018– August 2019  
Co-founder, Design and Marketing Executive

- ◉ Managing the startup's website and responsible for digital marketing (E-commerce, Wordpress, Fb, Twitter, LinkedIn)
- ◉ Creating brand-focused marketing materials for print and digital (email, newsletters, PowerPoint presentations, infographics, questionnaire etc.)
- ◉ Promoting brand awareness and product on various social media platforms (increased website visibility and unique searches by more than 60%)
- ◉ Product developing and testing. Managing product portfolio on E-commerce website according to product strategy and budget. Reduced product costs by 40%
- ◉ General admin, planning product and marketing strategy

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**Myriad Computer Solutions**      Dublin, Ireland      November 2014 – Present  
Co-founder, Company Director

- ◉ Designing artwork, generating multiple concepts for a campaign or project using Adobe Creative Suite
- ◉ Working on projects to strict deadlines
- ◉ Meeting with clients to discuss their business objectives and requirements.
- ◉ Preparing artwork to printers specifications (leaflets, posters, ads, packaging etc.)
- ◉ Developing customized design solutions with strong brand awareness
- ◉ Finding cost-effective and optimal solutions for the budget
- ◉ Working with multiple customers around the World

Freelance Graphic Designer

Dublin, Ireland

May 2011 – November 2014

- ◉ Managing projects from brief to fulfilment
- ◉ Graphic designing & creating marketing and digital marketing materials on a range of projects like print related items, leaflets, posters, banners, research reports, website maintenance, PowerPoint presentations
- ◉ Ensuring consistency in client corporate and promotional branding
- ◉ Presenting finalised ideas & concepts to clients
- ◉ Answering queries from clients

### **EDUCATION and TRAINING:**

- ◉ ISO 27001 Certified ISMS Lead Implementer
- ◉ ECDL Advanced qualification (Word, Excel, PowerPoint)
- ◉ Masters Degree in Computer Science and Technical Education  
University of Silesia, Poland (2001-2006)

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