

# TINA KRUGIELKA

BA (HONS) PUBIC RELATIONS  
AND COMMUNICATIONS

## EMAIL

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## PHONE

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## ADDRESS

12 Fallowfield Gardens,  
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## LANGUAGES



Native



Proficient



Level 4 Certificate



Elementary



Customer  
Service Training



Microsoft Office



Sage



Instagram



Facebook



Twitter



[Linkedin](#)



[Wix.com](#)



WordPress



Indesign



Photoshop



Acrobat DC

*I am looking to secure a position where I can put my professional knowledge to good use, while simultaneously developing my skills in a business environment. With a lot of practical experience to back me up, as well as an extensive skill set, I've got the flexibility and necessary experience to get the job done right.*

## EMPLOYMENT HISTORY

### MARKETING AND ACCOUNTS ADMINISTRATOR,

MODEL FARM SHOP *April 2019 - August 2019 (Fixed Term Contract)*

- Identify all known contractual deadlines and associated notice periods.
- Performance review of suppliers to ensure delivery of service is to an acceptable level and control of the approved supplier list.
- Implementation of policies to deliver on long-term objectives.
- Accounts analysis, reconciliations and postings using Sage software.
- Raising purchase orders, invoices and invoice payments and processing.
- Internal and external Sales and Purchase Ledgers.
- Reconciling finance accounts and job costings to verify calculations.
- Contract records and cost allocation management.
- Managing and coordinating the regional marketing plan.
- Driving new business opportunities using social media platforms.
- Social media management and campaign implementation.
- Company website content creation and management.
- Managing and updating the business shop e-commerce retail website.
- Supporting the business internally on an administrative level.

### SCHOOL ADMINISTRATOR,

BRADFORD ACADEMY *April 2017 - March 2019*

- Coordinating and supervising office activities and staff.
- Online content management and design (website and social media).
- Graphic design, artworking and repro requests and solutions.
- Create/update records and databases.
- Manage agendas/travel arrangements/appointments.
- Support budgeting and bookkeeping procedures.
- Submit timely reports and prepare assigned presentations/proposals

### COMMUNICATIONS AND ADMIN MANAGEMENT,

SILICONE MARKETING *August 2014 - March 2017*

- Working with senior management to produce engaging content.
- Research, write, edit and proofread press releases.
- Proactively source and develop media content and PR campaign.
- Market research and data analysis and management.
- Assistance in creating promotional materials.
- Maintaining social media accounts for brands, products or services.
- Delivery of sales pitches and planning promotional events.

### EAL COORDINATOR/COMMUNICATIONS MANAGER,

ST COLUMBA'S CATHOLIC PRIMARY SCHOOL *April 2014 - July 2016*

- Event management within the parish community.
- Organising and developing training and support.
- Managed and provided an effective and improving EAL programme.
- Planning and leading the delivery of the English language.
- Monitoring progress and marking work in line with school policy.

### MARKETING COMMUNICATIONS COORDINATOR,

BROADWAY BRADFORD *March 2016 - April 2016 (Student Placement)*

*Communications proposal which included researching, analysing, developing and implementing the marketing communications, primary and secondary market research, competitors analysis, PEST/SWOT.*

- Recommendations for new markets and potential product opportunities.
- Data management and analysis.
- Interact with internal and external clients and event planning for media.
- Input to development of new product launches, literature, demos, training, advertising, press releases, technical articles, trade shows, social media and newsletters.
- Creating a web presence to align to the marketing communications plan.

EDUCATION

Leeds Beckett University

Leeds, 2012 - 2016  
BA (Hons) Public Relations and Communications 2:2

Cambridge University

Leeds, August 2015 CELTA

City & Guilds

Level 2 Certificate  
Customer Services

WorldHost (Shipley College)

Customer Services Training

Adam Mickiewicz High School

Poznan, 2006

A-levels

- Advanced Maths 72%
- Advanced English  
Oral 100%,  
Written 98%
- Polish  
Oral 96%,  
Written 49%

PERSONAL

- Full English Driving licence.
- Excellent oral and written communication skills.
- The ability to build relationships at all levels.
- Work well under pressure.
- Knowledge of MS Office and IOS.
- Confident and driven.
- Team player and leader.
- Willingness to travel as required.

RESEARCH AND ADMIN EXECUTIVE,

SALTAIRE BREWERY *October 2015 - January 2016 (Student Placement)*

A *communications audit* to analyse and put forward recommendations for Saltaire Brewery's website and social media.

- Increase interactivity, create engagement and develop consumer relationships leading to increased sales and company expansion.
- Social media and online content analysis, competitors analysis, national and international market research.
- Managing day-to-day activities, planning events to attract attention, organising and maintaining files and records.

JR ACCOUNT EXECUTIVE,

DPC - *May 2014 – December 2015 (Student Placement)*

RJS - *August 2013 – May 2014 (Student Placement)*

PROMISE PR - *March 2013 – July 2013 (Student Placement)*

- Clients: Oriflame, Uffizzi, De Vere Village Hotel.
- Market research and data analysis.
- Assistance with events management.
- Social media and website content management.
- Proof reading and artworking.
- B2B communications.
- Company internal newsletter content and design.
- Developing relationships with the media.
- Drafting press releases and handling editorial enquiries.
- Compiling media lists.
- Files and records management.

EVENT DIRECTOR,

MURAT OZKASIM *February 2013 - April 2013*

INDECISIVE MOMENTS Art gallery opening - 22nd March 2013.

- Set, communicate and maintain timelines
- Managing guest list.
- Social media and online content.
- Writing press releases.
- Budgets and timescales management.
- Adhere to client specific requirements where necessary.
- Researching and booking venues.
- Managing contacts and suppliers.
- Negotiating prices with suppliers and contractors.
- Organising entertainment, equipment and supplies.
- Hiring and supervising contractors such as caterers and security.
- Publicising the event.
- Ensuring that health, safety and insurance regulations are followed.
- Attend client and supplier meetings where required.

JR ACCOUNT EXECUTIVE,

GRAYLING PR NORTH *October 2012 – April 2013 (Student Placement)*

- Developing relationships with the media.
- Drafting press releases.
- Researching editorial opportunities.
- Handling editorial enquiries.
- Monitoring, circulating and filing press cuttings.
- Selling into the media.
- Keeping the company contact database up to date.
- Market research.
- Compiling media lists.
- Assistance with events planning.

CUSTOMER ADVISOR,

VENTURA CALL CENTRE, SKY *January 2008 – October 2009*

- Handling customer enquiries as well as managing all client data.