

# Simona Kusalova

## Copywriter & Social media girl

**01/2012 – 2013**

### **Freelancer**

**Bratislava, Slovakia**  
**/London, United Kingdom**

I worked for several clients on short to mid term works covering online & offline copywriting, naming, idea making, editing, social media content managing, social media coaching, PPC campaigns delivering, PR articles writing, proofreading. During my freelancing I was also hired on a contract as the first in-house Copywriter at Milk studio and as a Marketing specialist at Odyzeo, to help them start the first private shopping club for mums in Slovakia.

**05/2011 – 12/2011**

**Copywriter at Azet.sk**  
**Bratislava, Slovakia**

Worked as a Copywriter focused primarily on group deal offers. Besides writing compelling offers, my tasks included creating a tagline, idea making and copy for ATL advertising, writing PR articles and press releases.

**09/2009 – 03/2011**

**Journalist at Plus JEDEN DEN**  
**Bratislava, Slovakia**

I was responsible for topic selection, editing, media monitoring and news writing. Occasionally, I was also conducting interviews with interesting persons and writing reportages from abroad.

## Skills

Social media / Copywriting ★★★★★

Editing ★★★★★

Photoshop & Corel ★★☆☆☆

PPC ★★★★★

## Education

Tomas Bata University  
Zlín, Czech republic  
Major: Marketing communication  
Degree: Master

University of Ss. Cyril and Methodius  
Trnava, Slovakia  
Major: Marketing communication  
Degree: Bachelor

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