

KAROLINA TWORKOWSKA



Driven by passion for visual culture, art & sustainable concepts, I bring a spark of “hey, we can totally figure this out!” to every task. With 5+ years experience across comms, strategy, project management and creative work, I enjoy being in organisations with global outlook. I’m looking to grow within a brand-led, cross-functional team where creative strategy, marketing, and project management intersect. Outside of work, I recharge through street photography and surfing - always inspired by cultures and storytelling from around the world.

✉ karolina.tw@hotmail.com

☎ +45 50333086

🌐 karolinatworkowska.com

WORK EXPERIENCE

Novo Nordisk | Copenhagen

Communication & Digital Transformation Strategist | Oct 2024 - Oct 2025

- Delivered clear, engaging content from complex technical materials to drive internal engagement across global teams (US, Brazil, China, France, Denmark). Outputs included newly established newsletters (2500+ receivers), videos, pictures, internal websites, graphics, presentations, print-outs. Raised awareness about department tech capabilities & contributed to 10 new innovation-driven projects started up within a year.
- Led the concept and execution of the Tech Learning Events series, managing end-to-end planning: from guest speaker coordination to format design & branding, with ~200 colleagues engaging with each event.
- Set-up metrics to evaluate the effectiveness of communication initiatives & ensured continuous improvement of these outputs.

Internal Communication Assistant | April 2023 - Sept 2024

- Created & executed internal communication strategy for Aseptic Production pipeline.
- Managed complex, global stakeholder landscape and created communities of specialists facing similar challenges (eg. struggling with environmental monitoring).
- Helped to facilitate leaders workshop in Chartes, France, bridging collaboration gaps between leadership across global Novo Nordisk sites.

Yum Yoga & Café | Copenhagen

Digital Communication & Social Media Specialist | Sept 2022 - Aug 2023

- Created Yum’s visual identity (photography, graphic design, videography) and strategy in alignment with long-term goals and brand values.
- Took full ownership of brand’s digital communications, social media channels (Instagram, Tik Tok, Facebook) and direct-to-consumer communication tools (newsletters & printed promotional assets). Grew audience social media engagement by 30% over 6 months.
- Managed paid campaigns across Facebook, Instagram and Google.

EDUCATION

Copenhagen Business School

2022 - 2024

MSoSc Management of Creative Business Processes

Master Thesis mark: 12

IIM Ahmedabad, India

fall 2023, exchange semester

University of the Arts London

2017 - 2020

BA (Hons) Fashion Public

Relations & Communication

First Class Honours

Project Management Course

career development, NN

Fashion and Sustainability

short course, LCF

SKILLS

Adobe [InDesign, Premiere Pro, Lightroom, Photoshop], Microsoft Office, Canva, Asana, Mailchimp, Wix, Squarespace, Shopify, Miro, SEO, HTML, Meta Ads

project management, adaptability, negotiations, market research, visual storytelling, pitching & presenting, cultural awareness

Adriana Krawcewicz | London & global

Freelance PR & Project Manager | June 2019 - [ad hoc]

- Created & executed on a PR strategy for a multimedia artist - secured coverage in major international titles e.g. Prompt, Vogue Australia, Elle Portugal.
- Sourced future collaborators ie. art galleries, events, fashion & beauty brands. Helped bring Adriana's event in Paris to life.
- Built business partnerships with Oscar de la Renta at NYFW & Copenhagen FW (Holzweiler, Custommade, Rains, Munthe, Søren le Schmidt).

The Lupo Concept | Warsaw & remote

Branding & Social Media Project Manager | Jan 2021 - Nov 2022

- Produced social media content for a variety of brands within beauty, fashion, real estate & wellness industries in relation to client's marketing and branding objectives.
- Collaborated closely with photographers, graphic designers and reported back to clients. Actively participated in pitching to clients.
- Managed influencer campaigns for CardioBunny, covering 10 European countries. Researched fitting candidates, handled communication with them, contracting, sending briefs, reporting.

IPG Mediabrands | Warsaw

Junior Communication Specialist | Jan 2021 - Aug 2021

- Supported Nestlé's advertising media planning & performance analysis, creating reports to optimise outreach against budgets.
- Took part in developing digital advertising campaigns for Purina & Nescafé brands. Conceptualised, pitched to clients, collaborated with creatives.

Lily Gardner | London

E-commerce assistant | Jan 2020 - Dec 2020

- Supported with CRM, newsletter automation, web development using Privy and GemPages, Shopify store management.
- Product AI design of jewellery componentry.
- Customer and supplier liaison.

Starworks | London

Public Relations & Communication Intern | Jan 2019 - April 2019

- Managed samples & liaised between PR, VIP and Showroom teams.
- Supported the PR team on fashion shows backstage during London Fashion Week.

VOLUNTEERING & SHORT-TERM INTERNSHIPS

Global Fashion Summit
[production]
CPHW [photography]
CPH: DOX [industry events]
Distortion [artist village & Forest
stage backstage]
Roskilde [Apollo stage office]
Syd for Solen [help desk]
Burberry [events team]
Penguin Random House
[marketing in Classics dept]
Undress Code [supply chain]

LANGUAGES

English [professional fluent]
Polish [native]
Spanish [conversational]
Danish [beginner]

PROJECTS

stories behind my travel pictures
[video series for Instagram &
TikTok, sharing experiences,
interactions and places through
photography]

'Designing for people' - strategic
advise & research proejct for
Kontrapunkt design agency

12-month PR strategy for Rixo,
London-based fashion label

Mowalola x NOW Gallery
[strategy & communications plan
for a fashion driven art exhibition]