



Paulina Klauco

ABOUT

Hello 🙋

I'm Paulina, a Strategic and Creative professional passionate about enhancing brands and products through design, strategy, and brand communication. With 10+ years of experience in client success, project, and product management, I've collaborated with clients from various markets, industries, and sizes.

Beyond handling brand communication, my diverse experience includes overseeing projects from start to finish, website development, marketing campaigns, workshops, content creation, and consulting.

My career path intentionally embraces a multidisciplinary approach, seamlessly connecting creative thinking with a logical focus on data and research. This fusion uniquely positions me to navigate the evolving digital landscape and development projects, reflecting my passion for holistically improving brands and businesses through technology.

Let's connect and explore how my skills can bring value to your projects.

EXPERIENCE, PROJECTS & COLLABORATIONS

- 2022 - present** **Head of Brand Marketing** at **Wonder Makers**
Led a creative and strategic direction of a digital product studio, directed rebranding, managed teams, created content across 10+ platforms, developed digital products, websites, workshops, brainstormings, and case studies.
- 2021 - 2022** **Content Strategist** at **snuggs**
Developed and executed content strategy, creating visual and textual assets across platforms, launched products, managed website and creative campaigns.
- 2021 - 2022** **Senior Customer Success Manager** at **Ceros**
Managed seamless customer interactions, portfolios, and contributed to creative projects at Avocode acquired by Ceros.
- 2020 - 2022** **Customer Success Manager** at **Avocode**
Streamlined customer interactions, managed portfolios and contributed to creative projects such as The Grit series.
- 2018 - 2019** **Strategy planner** at **TRIAD Advertising**
Developed brand campaigns, guidelines, reports, and presentations for major brands like Pilsner Urquell and IKEA.
- 2017 - 2018** **Strategy Planner / Junior Account Manager** at **Ogilvy**
Handled digital projects, delivered strategic plans for clients like Oriflame and TESCO, led workshops, managed Ogilvy RED, and organized Ogilvy on Air events.
- 2016 - 2017** **Junior Account Manager** at **Passion Communications**
Handled agency accounts and managed diverse campaigns for clients like Philips, Socialbakers, ADP, Corinthia hotel, and Porsche.
- 2015 - 2015** **Marketing Assistant** at **Interactive Advertising Bureau Slovakia**
Coordinated social media, website content, newsletters, visuals, and company events.

EDUCATION

- 2015 - 2017** **SP Jain School of Global Management**
Masters degree in Global Business
Singapore | Sydney | Dubai
- 2014 - 2015** **Universidade do Algarve**
Tourism Marketing, Erasmus program
Faro
- 2013 - 2013** **Salzburg Global Seminar**
US grant, Summer academy scholarship
Salzburg
- 2012 - 2015** **University of Ss. Cyril and Methodius**
Bachelor degree in Mass Media studies
Trnava
- 2010 - 2011** **Rotary Colombia**
Youth Exchange Program
Paipa



CONTACT

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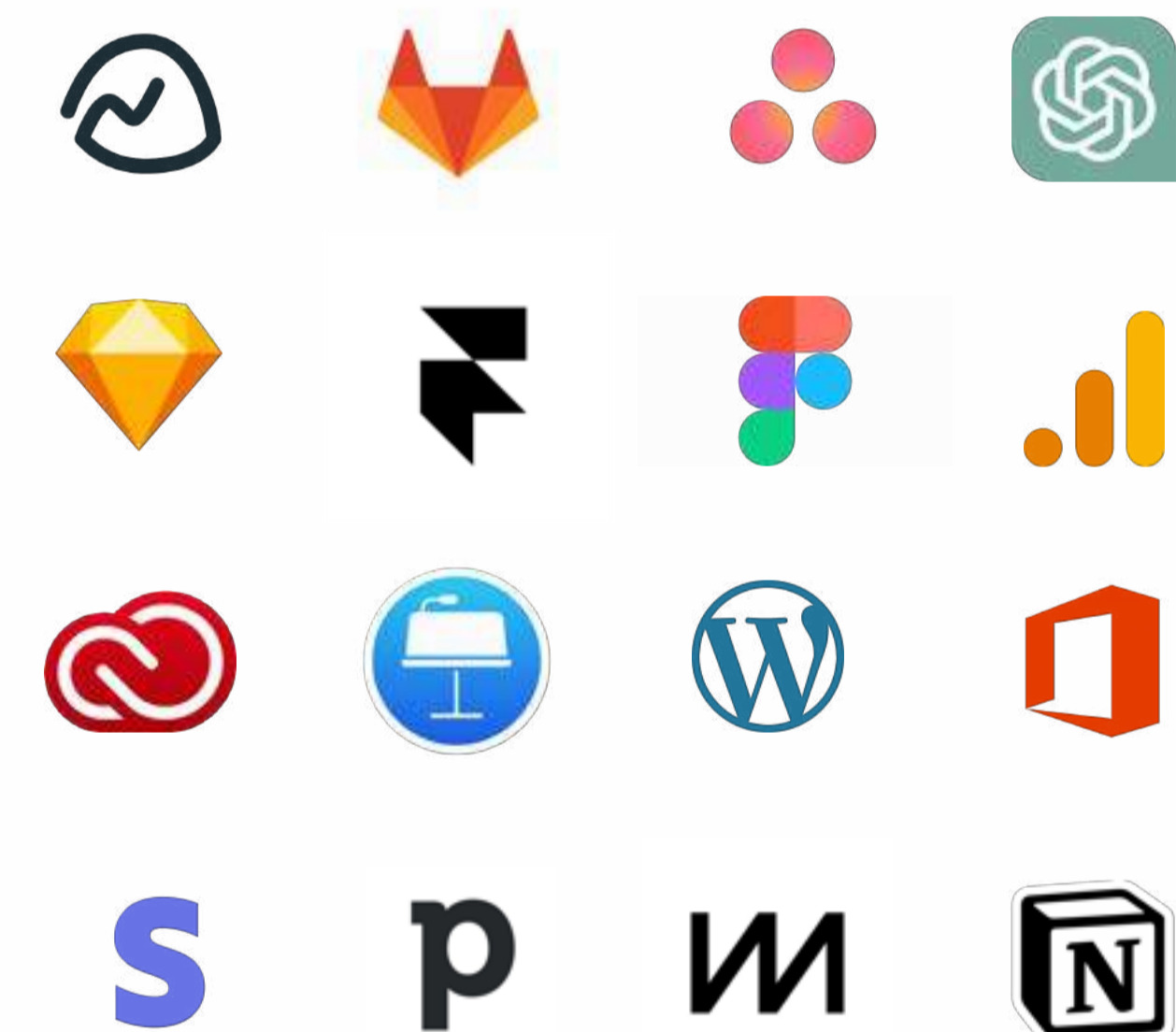
LANGUAGE

- Slovak ● ● ● ● ●
- English ● ● ● ● ●
- Spanish ● ● ● ● ●
- Czech ● ● ● ● ●
- French ● ● ● ● ●
- Portuguese ● ● ● ● ●

SKILLS & INDUSTRY KNOWLEDGE

- Project management
- Strategy planning
- Client management
- Product management
- Market research
- UX & UI design
- Digital strategy
- Social media marketing
- Content planning

TOOLS



SELECTED CERTIFICATIONS

- Product Management Academy**
STRV
- Notion Certified Consultant**
Notion
- Foundations of (UX) Design**
Coursera
- Powerful Social Media Marketing**
awwwards.
- Design Thinking & The Fundamentals of Digital Marketing**
Google Digital Garage

SCHOLARSHIPS & GRANTS

- SP Jain School of Global Management**
Double scholarship
- Salzburg Academy on Media and Global Change**
3-week multimedia program granted by US embassy