



Olga Halik

Social media manager

Paris, France

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Links

[LinkedIn](#)

Languages

English (Native)

French (Native)

Polish (Native)

Italian (Basic)

About

Bilingual Social Media and Marketing Manager with over five years of experience in luxury real estate, event spaces, and personal branding. I excel in creating engaging content, managing influencer collaborations, and enhancing brand image. My expertise includes strategic planning, content creation, and community management across platforms like Instagram, Facebook, and LinkedIn. Proven success in increasing brand awareness, driving sales, and expanding online presence. Passionate about delivering measurable results and continuously optimizing strategies.

BRANDS WORKED WITH

Ásgard Group

Lulu dans ma rue

Ministry of Foreign Affairs of the Republic of Poland

Afghanistan and Central Asian Association (ACAA)

Shangri-La Hotels and Resorts

Polish Society University of Westminster

Harper's Bazaar

Hôtel Aston La Scala Nice

Experience



● Social Media Marketing Manager

Ásgard Group | Apr 2024 - Aug 2024

Strategically managed social media for a luxury real estate portfolio, including planning, content creation, and client interaction management. Developed targeted advertising campaigns to attract and engage a high-end clientele. Regularly analyzed KPIs: assessed effectiveness and proposed improvements.



● Assistante communication & réseaux Sociaux

Lulu dans ma rue | Sep 2023 - Apr 2024

Digital communication: social media, influencers, and press. Developed editorial plans, community management, managed Google Ads campaigns, monthly KPI analysis, and improvement recommendations. Organized and executed contests in collaboration with Étamine du Lys to boost community engagement.

● Marketing Communications Assistant

Afghanistan and Central Asian Association (ACAA) | Dec 2019 - Dec 2020

Coordinated communications and social media strategy to increase engagement with potential beneficiaries and NGOs.

Education & Training

2021 - 2022

● Queen Mary University of London

Master's degree,

2018 - 2021

● University of Westminster

Relations Internationales,