



# Samuel Bakowski

Senior Editor & Campaign Design Lead

📍 London, UK

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## Languages

English (Fluent)

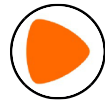
## About

Qualified multimedia journalist, senior copywriter, and stylist. I have a wide range of experience in editorial, fashion, marketing, creative direction, and campaign management.

### BRANDS WORKED WITH

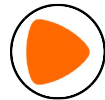
- Au Depart
- Mate.Bike
- Eurosport, France 24, Mtv
- Folio Illustration Agency
- Nike, Adidas, Mtv, Christian Louboutin, Sporty Henri ...
- Parapress Publishing Company
- Press Gazette
- the Economist
- the Gaabs Gmbh
- The Guardian
- Transparency International
- Wimdu
- Zalando SE

## Experience



### Senior Editor & Campaign Design Lead

Zalando SE | May 2019 - Mar 2023



### Senior Menswear Editor

Zalando SE | Jul 2017 - Mar 2023

### Creative Copywriter

the Gaabs Gmbh | May 2016 - Now

### Freelance Editor/Copywriter/Stylist

Nike, Adidas, Mtv, Christian Louboutin, Sporty Henri ... | Apr 2014 - Now



### Copywriter

Wimdu | Jun 2014 - May 2016

Marketing manager and editor for the UK and US markets

### Freelance Journalist

Eurosport, France 24, Mtv | Apr 2012 - Aug 2014



### Communications Assistant

Transparency International | May 2009 - Feb 2010

After completing a six-month internship in the communications department, I continued my role on a staff contract for as long as core funding allowed.

\* Involved in a range of new initiatives, including researching and writing human interest stories, obituaries, a new style guide and creating a modern image database for print and online..

\* Contributed to the written content, design and production of print publications, online launches and specialised reports.

\* Liaised with TI departments worldwide to keep web content up-to-date.

\*Pitched and wrote blog postings



### Sub-editor

The Guardian | Jun 2008 - Apr 2010

Sports writing, sub-editing, CMS, basic HTML and picture editing. Gained a greater understanding of print/online interface and the differing requirement of old and new media.



- **PA/Publicity**

Folio Illustration Agency | Nov 2007 - May 2008

Writing and issuing press releases and other promotional material, liaising with artists on current and future projects, publicity, creation of database, and general office duties

- **Work experience**

Press Gazette | Nov 2007 - Dec 2007

Writing articles, interviews, collating text and images for online and print editions. Liaising with photographers and commissioning editors for regular columns.

- **Work experience**

the Economist | Jun 2006 - Jul 2006

Conducting research for specialist writers, sub-editing and participation in editorial meetings.

- **P/T Editorial Assistant**

Parapress Publishing Company | Sep 2004 - Oct 2007

Marketing and publicity, managing website, proof reading, representing company at London Book Fair and elsewhere, liaising with printers/authors, booksellers, handling invoices and processing orders. Designed and edited bi-monthly newsletter