

JULIA GWIOŹDZIK

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PROFESSIONAL SUMMARY

I am a motivated media specialist with experience in both strategy and the execution of marketing campaigns.

WORK EXPERIENCE

Graphic Design Intern | 09/2025 - 02/2026

TomTom

- Designed, localized, and proofread creative assets for B2C marketing campaigns used in print and digital, such as CRM emails, performance advertisements, and posters.
- Contributed to branding projects and content planning sessions to strengthen TomTom's visual identity and design consistency.

Graphic/Web Designer | 07/2025 - 11/2025

Center for Politics and Communication

- Designed a new visual identity and website to modernize the image of the Political Communication department at the University of Amsterdam.
- Updated and maintained the website using Wordpress.

Social Media Marketing Intern | 08/2024 - 08/2025

TomTom

- Planned and created content for a combined audience of 1.5 million.
- Managed the full video creation process, including script-writing, filming, editing, and publishing.
- Responsible for setting up advertisements, tracking performance, and reporting to the larger marketing team for 6 major campaigns, including 2 product launches.

Social Media Specialist | 09/2022 - 01/2024

Maastricht University Library

- Responsible for community engagement, filming, and editing social media content.
- Grew the channel from 1.5k to 3.5k followers and established a consistent style of the content.

SKILLS

Graphic design

Adobe Illustrator, Adobe Photoshop, Figma

Video-editing and motion design

Adobe Premiere Pro, Adobe After Effects

Languages

Polish (native), English (C2), Spanish (B1)

Office software

Microsoft Office, Slack, Jira

Content management systems

Wordpress, Wix

Social media management

Hootsuite, Ads managers (Google, Meta, TikTok)

ACADEMIC HISTORY

University of Amsterdam | 02/2025 - 01/2026

MSc in Political Communication

- GPA: 7.8
- Relevant courses: Media Strategies, Journalism and the Media, Citizens and Public Opinion, Research Methods

University College Maastricht | 02/2021 - 01/2024

Bachelor of Arts in Political Science and Media

- GPA: 8.0 (Cum Laude distinction)