



# MARZENA ROMANOWSKA

Creative strategist driven by passion for exceptional storytelling. Analytical and result-oriented in audience- and corporate client-driven relationships. Adaptable and committed, confidently navigating high-pressure environments and variable circumstances. Curious and observant by nature, resourceful in multicultural work environments.

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## SKILLS

- Project management
- Creative storytelling
- Research and analysis
- Cross-cultural communications
- Opportunity execution

## LANGUAGES

- Polish (native)
- English (advanced proficiency)
- Turkish (working proficiency)

## EDUCATION

### **CIFE INSTITUT EUROPÉEN, NICE-FRANCE**

2008 | Master of Advanced European and International Studies

### **UNIVERSITY OF BIALYSTOK, POLAND**

2007 | Master of Administration

### **STANISLAW STASZIC SCHOOL OF PUBLIC ADMINISTRATION, BIALYSTOK, POLAND**

2005 | Bachelor of International Relations

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## EXPERIENCE

2015-2021

### **APA GROUP, ISTANBUL-TURKEY** MANAGING DIRECTOR, APA TASARIM CONTENT AGENCY PUBLISHER AND EDITOR-IN-CHIEF, THE GUIDE MAGAZINES

- **Trends analysis:** Pinpointed niche markets and created premiere lifestyle magazines for English-, Turkish-, Chinese- and Arabic-speaking audiences, working with a wide spectrum of international media distribution partners.
- **Workflow optimization:** Retooled and evolved digital content platforms into revenue streams together with traditional print advertising.
- **Business development:** Launched content agency under the company's umbrella, which supported the business after a downturn due to instability within the country, securing 20%+ annual revenue from new sources.
- **Network building:** Served as an Istanbul expert and a connector between Istanbul-based companies and foreign media such as The New York Times and Culture Trip.

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## EXPERIENCE (CONTINUED)

2013-  
2015 **FREELANCE, WARSAW-POLAND/LONDON-UK/ISTANBUL - TURKEY**  
**COMMUNICATIONS AND MARKETING CONSULTANT**

- Managed media communication strategy for Turkey country launch of Trip Advisor's restaurant reservations brand The Fork (press releases, event organization, presentations).
- Created and produced Trip Advisor's magazine for HORECA professionals, Pax Advisor, and launched the first issue as Editor-in-Chief at the 2015 Sirha Istanbul industry event.
- Assisted international media as Turkey local expert and fixer (interviews liaison, photo shoot producer, content writer for Travel+Leisure US, Etihad Airways etc.)
- Served as communications support for The Economist Events' 2014 Nigeria Summit (keynote speaker invites).

2011-  
2013 **THE ENERGY YEAR (FORMERLY THE OIL & GAS YEAR), ISTANBUL-TURKEY/DUBAI-UAE**  
**MANAGING EDITOR, ELEPHANT LIFESTYLE MAGAZINE**

- **Luxury brand-building and presentation skills:** built a magazine concept from ground up and positioned it on a luxury market through presentations to top executives and extensive networking at industry events (SIHH, ILTM, Monaco Yacht Show, Baselworld, Pitti Uomo).
- **Multinational project management:** oversaw a team of 50+ contributors including writers, photographers, designers, producers, fixers etc.; assumed full responsibility for content and production budget; oversaw onsite production management (UAE, Turkey, Kazakhstan, Italy, France, Switzerland).
- **Content development:** extensive content research (including field trips), commissioning production, interviewing and producing VIPs (executives, designers, chefs etc.).
- **Cross-department collaboration:** Worked in concert with the marketing department to build and develop storytelling assets for advertising clients including Montblanc, Jacob&Co., Missoni, Dassault Aviation, and others.

2008-  
2010 **DOGAN MEDIA GROUP, ISTANBUL - TURKEY**  
**SPECIAL PROJECTS EDITOR**  
**EDITOR, SUNEXPRESS INFLIGHT MAGAZINE**  
**CULTURE EDITOR, HURRIYET DAILY NEWS**  
**REPORTER**

- **Planning and time management:** shifting priorities in editorial projects ranging from daily to weekly to monthly; AP-style editorial writing of up to 5000 words per week.
- **Flexibility and wide range of interests:** assisted newspaper editors as a reporter at art, culture, diplomacy, business and economy desks.
- **Attention to detail:** produced and did final check on daily newspaper pages and monthly tri-lingual magazine; identified discrepancies in content customization for various language editions (English, German, Turkish).
- **Opportunity identification and concept development:** Pitched, managed, and launched a weekly culture and lifestyle magazine as the first junior editor within the company.