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# MARZENA ROMANOWSKA

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Creative strategist driven by passion for exceptional storytelling, holding 15+ years of experience in multicultural work environments in Turkey, UAE, the Netherlands, UK, US, and Poland. Observant and thoroughly organized by nature. Analytical and result-oriented in audience- and client-driven relationships. Adaptable and committed, confidently navigating high-pressure environments and variable circumstances.

## LANGUAGES

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

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## EXPERIENCE

2015-  
2021

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

- Took over Turkey's first lifestyle magazine in English (featured by The New York Times, Travel+Leisure US and Culture Trip) as Editor-in-Chief. Created key partnerships with tourism ministries and organizations within the Mediterranean region and travelled across Turkey and Greece to supervise production of original content.
- Conducted two websites redesign projects which resulted with traffic increase by more than 100k unique visitors per month. Retooled and evolved social media platforms into revenue streams alongside print and online advertising.
- Developed marketing strategies to attract specific target groups to Turkey in collaboration with PR agencies, local and international companies and other partner organizations.
- Promoted to Publisher. Launched content marketing agency under the company's umbrella to support the business after a downturn due to instability within the country, securing two luxury international hotel chains as first clients and creating campaigns for local audiences. Direct report to the Chairman of the Board.
- Pinpointed niche markets and created premiere lifestyle magazines for Turkish-, Chinese- and Arabic-speaking audiences (in addition to the main English title), collaborating with a wide spectrum of international media distributors in the Middle East, China and Hong Kong.

2013-  
2015

**MARKETING&COMMUNICATIONS CONSULTANCY (SELF-EMPLOYED), WARSAW-POLAND, LONDON-UK, ISTANBUL - TURKEY**  
**COMMUNICATIONS CONSULTANT**

- **Media relations and PR:** Managed media communication strategy for Turkey country launch of Trip Advisor's restaurant reservations brand *The Fork* (press releases, event organization, presentations, marketing collateral, social media management). Direct report to TA's Head of Global PR.
- **Editorial project management:** Created and produced Trip Advisor's magazine for HORECA professionals in Turkish, *Pax Advisor*, and launched the first issue as Editor-in-Chief at the 2015 Sirha Istanbul industry event.
- **Content production:** Assisted international media as *Turkey local expert and fixer* (interviews liaison, photo shoot producer, content writer). *Samples available on my website.*
- **CRM management:** Served as communications support for *The Economist Events' 2014 Nigeria Summit* (keynote speaker invites).

**CONTINUED**

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## EXPERIENCE (CONTINUED)

- 2011-2013 **THE ENERGY YEAR (FORMERLY WILDCAT INTERNATIONAL), DUBAI-UAE/ISTANBUL-TURKEY**  
**MANAGING EDITOR, ELEPHANT LIFESTYLE MAGAZINE**
- Built print and digital luxury editorial concept (lifestyle magazine for top energy executives) from ground up and assisted marketing department in developing strategies to position final product within the international luxury market.
  - Assumed full responsibility for editorial content and editorial production budget. Oversaw a team of 50+ contributors including writers, photographers, designers, producers, fixers etc. Oversaw onsite production in various locations including UAE, Turkey, Kazakhstan, Italy, France, and Switzerland.
  - Conducted extensive content research (including field trips), commissioned photo and video productions, interviewed and produced VIPs (CEOs, Creative Directors etc.) and networked at top industry events (SIHH, ILTM, Monaco Yacht Show, Baselworld, Pitti Uomo).
  - Worked in concert with the marketing department to build and develop storytelling assets for A+ advertising clients from watchmaking, private aviation, jewelry and fashion industries.
- 2010-2011 **BOOKING.COM, AMSTERDAM - THE NETHERLANDS**  
**CUSTOMER SERVICE SPECIALIST - CRISIS MANAGEMENT AND RATE PARITY TEAMS**
- Operated as part of the crisis management-rapid response team created after a natural disaster in Iceland, handling complex cases including escalated complaints and overbookings.
  - Based on internal evaluation reports of high achievement with customers' satisfaction within the Polish language team, selected to join the expert team charged with negotiating the "Best Price Guarantee" contractual clause with hotels and partner websites.
- 2008-2010 **DOGAN MEDIA GROUP, ISTANBUL - TURKEY**  
**SPECIAL PROJECTS EDITOR**  
**CULTURE EDITOR, HURRIYET DAILY NEWS**  
**REPORTER**
- Conducted news research and pitched ideas for daily agenda to desk editors. Reported local art, culture, diplomacy, business and economy news. Written AP-style news pieces and editorials of up to 5000 words per week.
  - Produced and did final check on daily newspaper pages, website and monthly trilingual magazine. Shifted priorities in editorial projects ranging from daily to weekly to monthly.
  - Sourced images and commissioned travel content in three languages for a custom publication. Identified and solved layout discrepancies in content customization for various language editions (English, German, Turkish).
  - Pitched, launched and managed weekly culture and lifestyle magazine as the first junior editor within the company. Direct report to Editor-in-Chief.

## EDUCATION

- 2008 **CIFE INSTITUT EUROPÉEN, NICE-FRANCE**  
Master of Advanced European and International Studies
- Focused on the concept of European integration through courses taking place in EU institutions and university departments in Nice, Berlin, Brussels, Strasbourg, Geneva, Istanbul and Poznan. Researched religious influences on regional politics. Awarded full scholarship by the European Commission.
- 2007 **UNIVERSITY OF BIAŁYSTOK, POLAND**  
Master of Administration
- Explored the idea of global right to citizenship through theoretical research and voluntary work with stateless population in the West Bank. Awarded a merit scholarship throughout the entire course of study.