



marlena piątek

social media specialist, content creator & influencer, ugc & fashion stylist

kontakt@malueur.pl · +48 794 528 983 · malueur.pl · linkedin.com/in/marlena-piatek-a524a1189 · instagram @ma.lueur · kraków, poland

at a glance

currently: social media specialist at modivo

creating content: since 2019

brands worked with: 25+

own instagram community: 10k+

i studied journalism and social communication, and since 2019 i've worked on both sides of social media: in-house at brands and as an influencer. right now i run instagram and facebook for modivo and eobuwie.pl, two of the biggest fashion e-commerce brands in central and eastern europe.

before that i looked after content and influencer collaborations at deezee and at a medical aesthetics clinic. since 2019 i've also been running malueur, my own channel, where i style, shoot and direct content for brands like valentino beauty, armani beauty and ysl beauty. so i know what a good collaboration looks like from both sides of the brief.

experience

01.2025 / now | **modivo** | social media specialist **kraków**

polish fashiontech group, formerly eobuwie.pl s.a., the team behind modivo and eobuwie.pl, online fashion and footwear stores across central and eastern europe.

- running instagram & facebook for modivo and eobuwie.pl
- one consistent communication strategy for both brands
- planning and publishing content with an in-house content creator
- community management and moderation
- performance analysis and optimisation
- supporting marketing campaign rollouts

result: higher engagement and a more consistent brand voice.

08.2023 / 02.2025 | **deezee** | social media specialist **kraków**

polish footwear and accessories brand for young, trend-driven women, part of the ccc group since 2018.

- social media communication strategy
- influencer marketing: scouting, outreach, briefs
- shooting and editing video
- content for instagram, facebook, tiktok and pinterest
- copywriting, working with designers, photographers and videographers
- production coordination and publishing calendar for collection launches

campaigns: step into style, i'm a woman, summer escape, love story, big city life, me myself and i, city night lights, old money

08.2022 / 08.2023 | **cosmobelle** | social media specialist **katowice**

cosmobelle medical center, a medical aesthetics clinic in katowice. a category where content has to build trust first.

- graphics and copywriting
- photo and video: shooting, editing, retouching
- brand communication
- influencer collaborations

2019 / now | **malueur** | owner, content creator, influencer & stylist **kraków**

my own channel and creative work: fashion and beauty content, ugc for brands and personal styling, made with photographer and videographer patryk płaczyński.

- growing an instagram community of 10k+
 - concept, styling and art direction
 - instagram reels, tiktok, ugc and editorial photo series
 - paid collaborations with 25+ fashion and beauty brands
 - personal styling and personal shopping
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brands i've worked with

valentino beauty	l'oréal paris	topestetic	na-kd
armani beauty	kérastase	ccc	marsala
ysl beauty	maybelline new york	rylko	halfprice
modivo	inglot	rko by rylko	sadva
eobuwie.pl	neutrogena	gino rossi	jw pei
deezee	health labs care	badura	fabiola
cosmobelle	noyo	steve madden	daniel wellington

skills

strategy & data

- social media strategy
- brand communication & tone of voice
- content systems & publishing calendars
- influencer & creator marketing
- performance analysis & kpis

creation & ugc

- short-form video: reels, tiktok
- ugc: hooks & native product placement
- photography & retouching
- video editing
- copywriting & captions

ai in the workflow

- ai-assisted ideation & scripting
- prompt design for on-brand copy
- ai image & video editing
- content testing & iteration

styling & direction

- styling for shoots & campaigns
- creative & art direction
- moodboards & concepts
- production coordination
- personal styling & personal shopping

platforms & community

- instagram
- tiktok
- facebook
- pinterest
- community management

languages

polish · native

english · limited working proficiency

spanish · elementary

german · elementary

education & courses

10.2020 / 2022 | journalism & social communication, ma | university of silesia in katowice

2017 / 2020 | journalism & social communication, ba | university of silesia in katowice

certificate | fundamentals of digital marketing | google

certificate | google umiejętności jutra | google

certificate | network monitoring and analysis | brand24

wyrażam zgodę na przetwarzanie moich danych osobowych dla potrzeb niezbędnych do realizacji procesu rekrutacji zgodnie z rozporządzeniem parlamentu europejskiego i rady (ue) 2016/679 (rodo).

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