

edition 10.2026

kraków

both sides of the brief. since 2019.

social media specialist at modivo, content creator, influencer, ugc and fashion stylist. i plan the strategy and i stand behind the camera, so i know what a good collaboration looks like from the brand and from the creator side.

7+

years creating content

25+

brands worked with

10k+

own instagram community

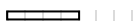
both sides

creator · influencer



7+ yrs

brand · in-house



4+ yrs



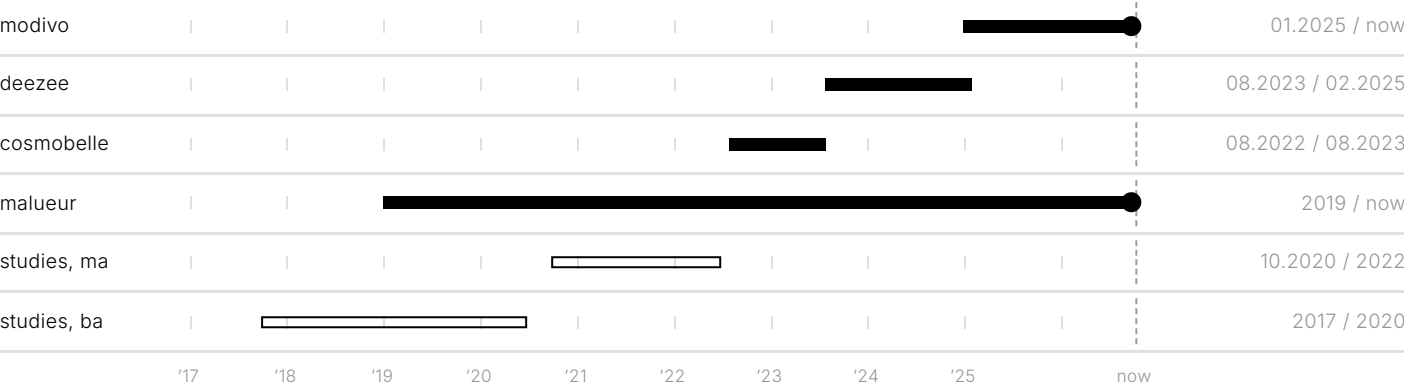
photo: patryk płaczyński for fabiola

malueur.pl

marlena piątek

experience

2017 / now



01.2025 / now

kraków

modivo

social media specialist

fashiontech group behind modivo and eobuwie.pl, online fashion across central and eastern europe.

instagram & facebook for modivo and eobuwie.pl

one communication strategy for both brands

content planning with an in-house content creator

community, performance analysis, optimisation

result: higher engagement, more consistent brand voice.

08.2023 / 02.2025

kraków

deezee

social media specialist

footwear and accessories brand for young women, part of the ccc group.

social media communication strategy

influencer marketing: scouting, outreach, briefs

shooting & editing video for ig, tiktok, pinterest

production and publishing calendar for launches

campaigns: step into style, old money, city night lights, summer escape, love story, big city life.

08.2022 / 08.2023

katowice

cosmobelle

social media specialist

cosmobelle medical center, medical aesthetics clinic.

graphics, copy and brand communication

photo & video: shooting, editing, retouching

influencer collaborations

2019 / now

kraków

malueur

owner, creator, influencer & stylist

my own channel: fashion & beauty content, ugc and styling.

instagram community of 10k+

concept, styling and art direction

reels, tiktok, ugc, editorial shoots

paid work with 25+ brands, personal shopping

"i've been on both sides of the brief: as the creator and as the brand."

marlena piętek, kraków. open to new projects in social media, content and styling.

skills & brands

social media / content / styling / ai

competence map	area / role				key skills	2026
	malueur	cosmobelle	deezee	modivo	strategy & data	creation & ugc
social media	●	●	●	●	social media strategy	short-form video
content creation	●	●	●	●	brand voice & tone	ugc: hooks & product
video & reels	●	●	●	○	content calendars	photography & retouching
photo	●	●	○	○	influencer & creator marketing	video editing
styling	●	○	○	○	kpis & performance	copywriting
influencer marketing	●	●	●	○	ai in the workflow	styling & direction
strategy	○	●	●	●	ideation & scripting	styling for campaigns
community	●	○	○	●	prompt design for copy	creative & art direction
analytics	○	○	○	●	ai image & video editing	moodboards & concepts
copywriting	○	●	●	○	content testing	personal shopping
production	○	○	●	●		
e-commerce	○	○	○	●		

filled dot: area i was responsible for in that role.

brands i've worked with	28
valentino beauty / armani beauty / ysl beauty / l'oréal paris / kérastase / maybelline new york / inglot / neutrogena / health labs care / noyo / topestetic / ccc / ryłko / rko by ryłko / gino rossi / badura / steve madden / na-kd / marsala / halfprice / sadva / jw pei / fabiola / daniel wellington / modivo / eobuwie.pl / deezee / cosmobelle	

underlined names link to the project in the portfolio.

languages	education & certificates	contact
polish native	2020 / 2022 journalism & social communication, ma university of silesia in katowice	kontakt@malueur.pl
english limited working proficiency	2017 / 2020 journalism & social communication, ba university of silesia in katowice	+48 794 528 983
spanish elementary		linkedin / marlena piątek
german elementary	google fundamentals of digital marketing, google skills of tomorrow	malueur.pl
	brand24 network monitoring and analysis	instagram @ma.lueur