

Impact Hub Vienna

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To whom it may concern,

Aneta Pawlik had been contracted by Impact Hub Vienna from December 2019 to February 2020 to cover a transition process and was later employed part-time from April 2020 to November 2020 as Content Marketing and SEO manager.

In her role, Aneta Pawlik worked alongside a team of two, myself included, in which she reported directly to me while leading the communications and content marketing activities at our company. Aneta has already cooperated with Impact Hub Vienna in the past through volunteering (2016 - 2017), as well as being commissioned to support the communications deliverables for three accelerator programs (2019), which proved to be a valuable part of her work experience as she hit the ground running and, with great efficiency, resumed the work of the communications circle.

Aneta is a motivated and independent worker, able to plan, launch, and manage marketing projects that require collaboration and input from multiple stakeholders. She is able to interpret briefs and innovate on her feet, a trait that comes in handy in fast-paced work environments where marketing activities have to be proposed, drafted, and approved by external partners to deadlines. Recognising the need for improving the SEO health of the company website and gaining an advantage in times of disruptive world events, she recruited, trained, and managed eight communications volunteers, who reported directly to her.

Under Aneta's lead, Impact Hub Vienna's communications channels significantly improved in terms of content, performance, as well as alignment with the brand. She took initiative to redesign email and social media assets; improved data management and designed new workflows in Hubspot, and continued to grow the audience on our platforms through creative and engaging content. Aneta's list of achievements also includes an introduction of a contractor's pool and briefing system, as well as continuation of careful documentation of the transition and content marketing processes

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at Impact Hub Vienna, assuring continuity in the efficient management of our communications activities.

Having previously worked with Impact Hub Vienna, Aneta quickly became part of the close-knitted team, and it was a great pleasure to count her as one of the work colleagues. I have no hesitation in recommending her to any employer, who is looking for a creative and well-organised content marketing expert.

Regards,



Lena Gansterer

Partnerships Director