

CURRICULUM VITAE

Dominika Niewiadomska

CONTACT INFORMATION

European University Viadrina
Chair of Marketing, Room 050
Große Scharrnstraße 59
15230 Frankfurt (Oder)
Germany

ACADEMIC BACKGROUND

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|-----------------|---|
| 05/2020-present | European University Viadrina, Frankfurt (Oder), Germany Research Assistant and PhD Candidate at the Chair of Marketing |
| 09/2018-03/2020 | Montpellier Business School, Montpellier, France Programme Grande École Marketing and Management (M.Sc.) Major in Marketing Management, Web Marketing |
| 10/2017-03/2020 | European University Viadrina, Frankfurt (Oder), Germany International Business Administration (M.Sc.) Major in Marketing and Management |
| 10/2014-08/2017 | University of Passau, Passau, Germany Business Administration and Economics (B.Sc.) Major in Management, Innovation and Marketing |

PROFESSIONAL EXPERIENCE

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| 02/2019-08/2019 | appvizer, Montpellier, France Web Marketing Management and Copywriting Intern for the German Market |
| 08/2016-10/2016 | German National Tourism Board, Warsaw, Poland Marketing and Sales Intern |

VOLUNTARY WORK

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| 10/2016-08/2017 | Gemeinsam Leben und Lernen in Europa e.V., Passau, Germany Language and Integration Assistant for Refugees |
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SKILLS

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| Software | Microsoft Office, WordPress, Drupal, SPSS, Adobe Illustrator, Adobe Photoshop |
| Languages | German (native), Polish (native), English (fluent), French (proficient), Spanish (proficient), Russian (advanced), Italian (pre-intermediate) |

RESEARCH INTERESTS

- Sociolinguistic and psycholinguistic aspects in advertising
- Cultural differences in consumer behavior
- Consumer psychology
- Societal impact of marketing