

ULA ZAROSA PhD

Freelance Generalist/ Content Specialist/ Philosopher

PERSONAL PROFILE

I am a multi-skilled professional that specializes in project management, content creation, and marketing. I have experience in managing complex projects like outreach for an entrepreneurial incubation program, opening of a trendy vegan restaurant or building an online service. Thanks to my academic background (PhD in Philosophy) I am a rational, analytical thinker. I learn fast, thrive on public speaking and love intellectual challenges. I am part of the Effective Altruism community and have experience working in EA and standout charities.

My website:

[HTTP://ULAZAROSA.COM/](http://ulazarosa.com/)

My book on the moral status of animals (in Polish): <http://bit.ly/statusPWN>

CONTACT

 ulazarosa@gmail.com

 London, UK

SOCIAL MEDIA

 [linkedin.com/in/urszulazarosa/](https://www.linkedin.com/in/urszulazarosa/)

 @ulazarosa

 @weganskielpsycznosci

PROFESSIONAL CAREER

DIGITAL MEDIA MANAGER

Charity Entrepreneurship | London | Oct. 2018 - present

- website design
- social media channels
- recruitment process
- graphic design/ photos
- managing interns
- organizing events
- press releases
- publishing process
- FB advertising
- consulting new charities

SMALL BUSINESS OWNER

In October 2017 I've started my own business called GOETHI (a shortcut from "go ethical"). I provide high-quality content marketing services for my clients.

ProVeg International | Warsaw | Feb. 2018 - Sept. 2018

Communications Manager in ProVeg Polish chapter

- social media channels, newsletters & FB advertising
- campaigns and events
- media interviews
- contact with business owners and influencers
- helping in creating presentations, preparing internal reports, supporting the team & managing volunteers

COSTASY | Warsaw | Oct. 2017 - Feb. 2018

Content Marketing Manager for an official distributor of Lily Lolo Cosmetics & Nourish London (cruelty-free/ vegan)

- Facebook
- Instagram
- FB&IG advertising
- commercial photography

PR & MARKETING MANAGER

wegemama (now: wegeguru) | Warsaw | Nov. 2016 - Oct. 2017

Working with Michał Kiciński (billionaire, co-founder of CD Projekt -- The Witcher games series) I was co-creator of wegemama, plant-based restaurant with fusion cuisine.

- management of the grand opening & multiple events
- FB & IG accounts
- hiring and managing PR specialists, photographers, designers
- cooperation with local NGOs and local businesses

SKILLS

WORK MANAGEMENT: GSuite, Asana, Trello, Slack, Basecamp, Insightly CRM

WEBSITE DESIGN: Weebly, basic Wordpress, managing developers

ADVERTISING: Facebook Ads Manager, basic AdWords

SOCIAL MEDIA: FB, IG, LinkedIn, Twitter, Goodreads

RECRUITMENT: for startups, for the incubation program

GRAPHIC DESIGN: Canva, basic Photo Shop, basic InDesign, basic DTP

PHOTOGRAPHY: Canon; products, events, portraits;

PHOTO-EDITING: Lightroom, Photo Shop basics

VIDEOS: iMovie/ Canva

COMMUNICATION WITH CLIENTS: MailChimp

ANALYTICS: Brand24/Mention, basic Google Analytics, Hotjar

eBOOKS CREATING: Calibre, PDF, mobi, ePUB

TEXT MANAGING: Ms Word, Google Docs, custom CMS, Wordpress

WRITING: books, blog posts, copywriting, scientific articles, translating from English, interviews, reviews

WEBINARS: ClickMeeting, basic WebinarJam

PUBLIC LECTURES: ethics, animal ethics, animal minds, effective altruism

EVENTS ORGANIZING: international conferences, debates, webinars, workshops, demo days

ETHICS COMMITTEE MEMBER

II Local Ethics Committee for Animal Experiments
| Warsaw | Feb. 2016 - Jan.2017

Representative of the Humanities as a member of the ethical committee deciding on giving permissions for animal experiments to the scientist from different universities and the private sector.

PROJECT MANAGER

OpenBooks.com Warsaw | May 2015 - Nov.2016

Working with Michał Kiciński on an eBook publishing startup.

- building the OpenBooks.com service with a team of developers
- content marketing
- business development

AUTHOR

Starus moralny zwierząt | Warsaw | April 2016

Moral Status of Animals is a scientific book I published with PWN -- Polish most prominent publisher in the field. It was recommended, among others by Robert Biedroń (respected politician) and Dobrosława Gogłóza (CEO of Anima International, ACE top charity of 2019).

CONTENT MANAGER

OpenBooks.com | Warsaw | Oct. 2014 - May 2015

- Facebook advertising, Goodreads, Twitter, LinkedIn
- developing the business, PR & marketing strategy
- all copywriting on the website
- customer acquisition
- managing writers, editors, and designers
- publishing original eBooks

BLOGGER

naTemat.pl | June 2013 - present

Writing articles primarily on animal ethics, animal rights activism, and lifestyle.

FOUNDER

facebook/weganskiempyszności | Nov. 2011 - present

In 2011 I've started a Polish blog *Wegańskie Pyszności* (*Vegan Delights*) that for a long time was a popular catalog of vegan products available in Polish shops with almost 2 mln views (2k daily from Google search) and now is a small community of 20k followers on Facebook.

COURSES

October 2018: **Google Analytics for Beginners - Google Analytics Academy**

December 2017: **Online course in FB advertising**, provided by Artur Jabłoński - social media expert

June 2017: **Professional Gastronomy Manager Training**

April 2016: Traffic & Conversion Workshop, **content marketing training** run by Ewa Wysocka (Tribe 47) and Samuel Cook (James Cook Media)

October 2015: Training in **legal and ethical aspects of supervision over animal experiments**, provided by Lex Nova

May 2010: Training in **experimental philosophy**: design of surveys and statistical analysis, provided by University of Wrocław

VOLUNTEERING

Open Cages: helping during CARE conference in Warsaw, organizing local events promoting vegan cuisine

Fundacja Viva!/ Basta!: giving lectures on animal ethics

EDITOR

EtykaPraktyczna.pl | Oct. 2010 - June 2014

Writing articles, editing, translating content of Portal of Academic Ethics EtykaPraktyczna.pl

FREELANCE WRITER

Vege Magazine (among others) | 2009 - 2014

Publications in the field of Animal Ethics in scientific journals (*Studies in the Philosophy of Law, Analiza i Egzystencja, Filo-Sofia*) and popular magazines (*Vege, Zeszyty Praw Zwierząt, Wegetariański Świat*).

ASSISTANT LECTURER

University of Szczecin | Szczecin | 2010 - 2012

Co-lecturing a course in Animal Ethics for postgraduate students of Ethics (mostly teachers).

TEACHING FELLOW

University of Szczecin | Szczecin | 2010 - 2012

Instructor for undergraduate courses in Ethics & Philosophy.

SUMMER JOBS IN SCOTLAND

Dunkeld | *Edinburgh* | *Aberdeen* | 2004-2007

During my first years at the university, I used my summer holidays to earn some extra money and learn English. I worked as a waitress, kitchen porter, clerk, and care assistant in Dunkeld (Perthshire), Edinburgh and Aberdeen, Scotland

EDUCATION

PHD IN PHILOSOPHY

University of Szczecin | 2009 - 2015

Several notable achievements and conferences organized, more details on LinkedIn.

CERTIFICATE IN PEDAGOGICS

University of Szczecin | 2011 - 2012

Postgraduate Pedagogical Studies

MA IN PHILOSOPHY

University of Szczecin | 2004 - 2009

REFERENCES

For references please check my [LinkedIn profile](#) or contact me at: ulazarosa@gmail.com

FREE TIME

Trying new vegan food | American films and TV shows | Non-fiction books | Making photos | Drawing | Playing guitar