

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

## PROFESSIONAL EXPERIENCE

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

## VOLUNTARY WORK

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| 09/2020-present | pewobe gGmbH, Frankfurt (Oder), Germany<br>Mentor for participants of the European Voluntary Service          |
| 10/2016-08/2017 | Gemeinsam Leben und Lernen in Europa e.V., Passau, Germany<br>Language and Integration Assistant for Refugees |

## SKILLS

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

## RESEARCH INTERESTS

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