

MARTA P.

Location: London, UK

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PROFESSIONAL PROFILE

A communications professional with experience delivering strategic communications, media relations, content and stakeholder engagement for publicly funded programmes and mission-led organisations. Passionate about climate action and sustainability, with hands-on involvement in net zero and sustainability initiatives and a genuine understanding of the climate landscape.

Experienced in producing high-quality written content under pressure, securing press coverage, managing media relationships and translating complex subject matter into clear, compelling communications for diverse audiences. Accredited by the Chartered Institute of Marketing, Action Zero Academy accredited and holder of a Certificate in Environmental Sustainability.

CORE SKILLS

Sustainability & ESG Content Writing

Press & Media Outreach

Research & Trend Analysis

Stakeholder & Partner Engagement

Content & Thought Leadership Writing

Report Writing & Newsletters

Strategic Communications & Media Relations

Speech Writing & Executive Briefings

Social Media & Digital Communications

Campaign & Programme Communications

Impact Reporting & Storytelling

Grant & Funder Communications

Event Communications & PR

Deadline & Project Management

Microsoft Office & M365

Digital Analytics & Performance Reporting

CMS Management (Umbraco, Wix, WordPress)

Adobe Creative Suite (Illustrator, Premiere Pro),
Canva

AI Tools, GA4 & Platform Analytics

Email & CRM Platforms: Mailchimp, Dotdigital,
HubSpot, D365

WORK EXPERIENCE

Marketing & Communications Executive at Wenta

Stevenage, Hertfordshire, UK

Jun 2024 - Present

Lead external communications and media relations for a portfolio of publicly funded business support and sustainability programmes, including Wenta's Action Zero and Net Zero initiatives.

- Develop and deliver strategic communications campaigns across media, digital and social channels
- Build and maintain media relationships, securing press coverage and managing proactive and reactive media activity for key programme announcements and events
- Produce high-quality written content including press releases, articles, speeches, stakeholder briefings and thought leadership pieces
- Translate complex sustainability and net zero topics into clear, accessible communications for business and public audiences
- Support compliance communications and reporting for UKSPF-funded programmes, liaising with funders and government stakeholders
- Work closely with senior leadership to shape external messaging and organisational positioning

AI Language & Quality Analyst at Outlier

Remote, UK (Freelance, part-time)

Apr 2024 - Apr 2026

- Applied editorial judgement and quality control across large-scale AI language evaluation projects. Developed strong practical knowledge of AI tools and capabilities, directly relevant to the role's emphasis on AI aptitude.

Event Producer (Tech, IT & Sustainability Events) at OKM Events

Cheltenham, Gloucestershire, UK

Jan 2023 - Dec 2023

Contributed to communications, content and production for high-profile events across technology and sustainability sectors.

- Produced briefing materials, speaker notes and event communications for professional and international audiences
- Researched complex topics and worked with subject matter experts to develop event narratives
- Supported external positioning and media communications for events across EMEA markets

Project Coordinator & Communications Volunteer, UAID International

Jun 2022 – Present

Coordinate communications, media outreach and fundraising activity for an international humanitarian aid organisation supporting Ukraine. Produce content, press materials and stakeholder communications in support of fundraising and awareness campaigns.

Prior to relocating to the UK (2014–2022): Worked across coordination, events and communications roles in Ukraine, including managing large-scale industry conferences and stakeholder relationships.

EDUCATION & QUALIFICATIONS

Bachelor's Degree, National Aviation University, Kyiv, Ukraine | 2018 (RQF Level 6 equivalent)

Climate Change in Business Foundations: Net-Zero Transition, Saïd Business School, University of Oxford (edX) | In progress, 2026

Action Zero Academy, Certificate — United Kingdom | 2024

Environmental Sustainability, Certificate — Gloucestershire College, UK | 2024

ACIM, Chartered Institute of Marketing — United Kingdom | 2024