

# MAGDALENA HAJDUK

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## PROFILE

Creative Operations and Communications Manager with experience supporting global teams across financial services, consulting, healthcare, retail, and fashion sectors. Specialised in executive and visual communication, content operations, workflow optimisation, and cross-functional collaboration.

Led creative and operational initiatives that improved efficiency, strengthened brand experience, and enabled more effective collaboration through scalable processes and AI-enabled solutions.

Proficient in PowerPoint, Adobe Creative Suite, Microsoft Office, Workfront, process improvement methodologies, and AI-enabled communication tools.

Known for a proactive leadership style, balancing people development with business objectives while bringing structure, clarity, strategic thinking, and consistency to complex projects and fast-paced environments.

## CORE EXPERTISE

CREATIVE OPERATIONS | EXECUTIVE COMMUNICATIONS | PROCESS IMPROVEMENT | TEAM LEADERSHIP | AI ENABLEMENT | BRAND DEVELOPMENT | CROSS-FUNCTIONAL COLLABORATION | BRAND EXCELLENCE

## EXPERIENCE

### J.P. MORGAN

JUN 2022 - PRESENT

#### CREATIVE MARKETING MANAGER

- Led 10+ operational improvement initiatives across EMEA and global teams, aligning workflows with business priorities and scalability goals.
- Developed scalable frameworks, asset libraries, and governance standards that improved efficiency and knowledge accessibility.
- Partnered with Design, Sales, Product, and Technology teams to streamline processes and enhance user experience.
- Managed and coached direct reports, aligning development goals with team objectives and business priorities.
- Supported global business initiatives through executive and stakeholder-facing communications.

**BUSINESS IMPACT:** Co-led development and adoption of **PowerPoint automation tools (200 users)** and AI-enabled content discovery solutions (5,000–10,000 users globally), increasing workflow efficiency by 50–70%.

### KCR PLACEMENT

SEP 2021 - MAY 2022

#### BRAND & EXECUTIVE COMMUNICATION SPECIALIST

- Partnered directly with the CEO and Board on executive presentations and high-visibility business initiatives.
- Developed leadership materials supporting business development and organisational growth objectives.
- Managed visual communication assets across corporate and digital channels.
- Ensured consistency across brand standards and stakeholder-facing deliverables.

**BUSINESS IMPACT:** Supported the company's visual rebranding initiative by translating a refreshed brand identity into communication standards, templates, and digital assets adopted across corporate channels.

## MCKINSEY & COMPANY

MAY 2019 - AUG 2021

### EXECUTIVE COMMUNICATION DESIGN SPECIALIST

- Developed executive presentations and materials supporting consulting engagements across multiple industries.
- Translated complex business analyses and recommendations into clear, client-ready narratives.
- Collaborated with consulting teams to deliver high-quality outputs under demanding deadlines.
- Maintained compliance with firm branding and presentation excellence standards.

**BUSINESS IMPACT:** Enabled consulting teams to communicate strategic recommendations more effectively through clear, executive-ready materials used in client engagements.

## LPP S.A.

JAN 2018 - DEC 2018

### FASHION DESIGNER

- Developed commercially driven collections aligned with market trends and customer expectations.
- Collaborated with cross-functional teams throughout the product development lifecycle.
- Conducted trend research supporting collection planning and creative direction.

**BUSINESS IMPACT:** Participated in supplier negotiations and production visits in China and Myanmar, balancing design requirements, cost considerations, quality standards, and delivery timelines to support commercially successful collection development.

## INTERTRADE EUROPE

JUN 2015 — SEP 2017

### LUXURY CLIENT RELATIONS

Managed relationships with high-value clients across luxury and premium fashion brands, delivering personalised customer experiences that supported client loyalty, repeat business, and premium brand perception.

## EDUCATION

UNIVERSITY OF ARTS LONDON | BA (HONS) FASHION DESIGN & PATTERN CUTTING

CRACOW SCHOOL OF ART AND FASHION DESIGN | FASHION DESIGN

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## LANGUAGES

ENGLISH (C2) • POLISH (NATIVE) • SPANISH (A2)

## TOOLS

ADOBE CREATIVE SUITE • MICROSOFT OFFICE • WORKFRONT • CHATGPT • MICROSOFT COPILOT • SHORTHAND

## INTERESTS

AI & EMERGING TECHNOLOGIES • SUSTAINABLE DESIGN • VISUAL STORYTELLING • BEHAVIOURAL PSYCHOLOGY & COGNITIVE PERFORMANCE