



Weronika Rogaczewska

CONVERSION COPYWRITER • CONTENT • PAID SOCIAL

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Six years in professional kitchens taught me that how a thing is presented is the argument. A degree in linguistics and copywriting taught me how to build one. 1,700 live ads taught me which ones actually sell.

1,700

Ads Read
Meta Ad Library

6

Years
Professional kitchens

3

Working Languages
Client-ready

1

Press Feature
Luxembourg Times

EXPERIENCE

Founder • Nohra Lab • Luxembourg

2026 - present

- Building my own practice in **conversion copywriting and Meta advertising** for independent service businesses, written to sell courses of treatment rather than single discounted sessions.
- Read and catalogued roughly **1,700 live campaigns** in the Meta Ad Library to establish what converts in the sector before writing a line of my own.
- Developed a one-page competitor teardown used as the opening asset before any sales conversation: two competitors, their live creative, and where the budget is leaking.

Pastry Chef • Les Espaces Saveurs • Luxembourg

2024 - 2026

- Designed and plated seasonal desserts with a strong focus on visual presentation and composition.
- Developed original creative concepts and translated them into finished, repeatable products.

Pastry Chef • Hôtel L'Esplanade • Domme, France

2021 - 2023

- Created plated desserts in a fine-dining setting, with close attention to composition, colour and detail.
- Contributed to seasonal menu concepts, balancing creative range against a consistent house identity.

Earlier Monka, Toruń, Poland (2020 - 2021) • seasonal pastry, Morzine, French Alps (2023 - 2024)

EDUCATION

BA, Linguistics & Copywriting

Public Communication major • Nicolaus Copernicus University, Toruń • 2017-2020

Inkubator Agencji

Agency programme, Patrycja Dryja • offer, pricing, client acquisition, AI-native operations • 2026

20 Sales Models on Instagram

Professional course, Agata Koman • 2026

LANGUAGES

Polish

English

French

Russian

SKILLS & TOOLS

Conversion copywriting

Landing pages

Email sequences

Meta Ads Manager

Meta Ad Library research

Short-form video

Premiere Pro

Photoshop

Lightroom

CapCut

Canva

AI research tools

Comfortable with AI research and drafting tools and current on how they change. **Every line that reaches a customer is written and edited by me.**

PRESS

Luxembourg Times

"Belair pastry chefs reveal the secret of perfect desserts"

Interviewed on dessert creation and craft. A national title, not a blog.

Send me one brief. You will have the copy in 48 hours.

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