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KAROLINA
ZUR

PORTFOLIO.

WRITING

COPYWRITING

CONTENT

WRITING

PROOFREADING

EDITING

TRANSLATIONS

MARKETING

MATERIALS

BLOG, WEBSITE,
EMAIL,

LETTER, CARD,

INFOGRAPHIC,

ADVERTISING,

TAGLINE, SLOGAN,

BRAND VOICE,

LEAFLET, BOOKLET,

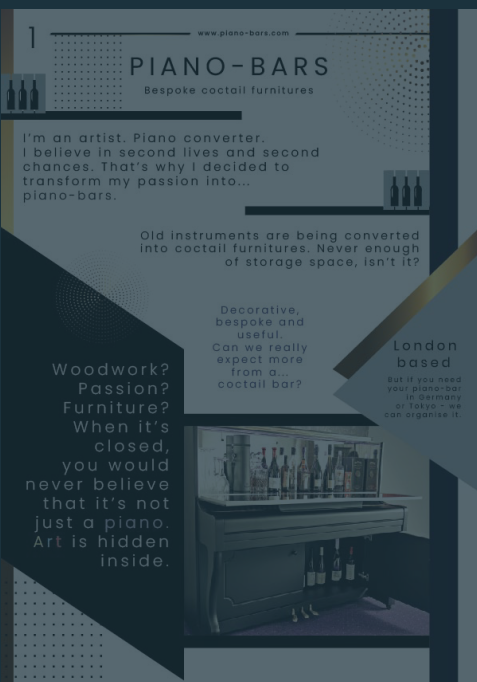
CATALOGUE,

PRODUCT, BANNER,

POSTER, LABEL,

MENU, INFO BOARD,

SIGN AND MORE.



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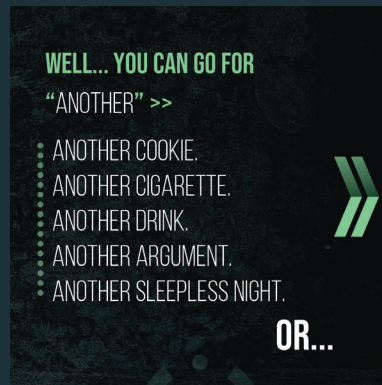
📷 forsoulsake



Brand Awareness & Voice
Social Media Presence
Customer Engagement
Offers & Campaigns
CTA

- There is a power in partnership.
- Yes. It is the right time. Join today.
 - We transfer body and mind.
 - Invest in yourself.
 - We want you in our corner.
- ETHOS. Where the first steps are embraced.

Elements of THIS GIRL CAN campaign



ONCE UPON A TIME there lived a girl.
People told her that boxing is not a female thing... Blood, sweat, aggression, broken bones - they said.
But she knew that boxing is about focus, discipline, control, calmness, balance. Fighting not the opponent but her own fear.
So she laughed, put her gloves on, went training and... she lived happily ever after.
JOIN YOUR TRIBE. DON'T LISTEN TO THOSE WHO DOUBT. #ThisGirlCan

BODY SHAPE UP! Boxing is a combination of aerobic that builds endurance & improves blood flow and anaerobic that burns fat & maintains muscle mass. It tones your muscles rather than makes you look "bulky" and gives you a functional strenght which helps you outside the ring.

CONFIDENCE BOOST UP! Boxing imakes you feel more confident on all levels. better look, more energy, improved focus, balance. It is harder to trigger you. Your self-defense skills grow: you are alerted, your reactions are faster. you can block hits and throw strong, fast punches. you have confidence in your reactions and boosted self-awareness.

BAD THOUGHTS SHUT UP! Workout increases the levels of "happy hormones", improves mood and sleep. Boxing gives a space to let out stress, frustration and anger in a healthy, controlled way. it incorporates active recovery phases and includes both, strenght training and aerobic, which is the most effective way to balance the hormonal levels.

WARRIOR... WAKE UP!
JOIN TODAY. IT'S THE RIGHT TIME. #ThisGirlCan

Welcome to Ethos, the new Wandsworth gym and boxing community */Find us - button linking with map/*. Whether you are a boxing professional, have tried couple of times or you are beginner who is scared to put the gloves on - we got you! Our ethos is to understand where you are, what's your fitness goal, identify the obstacles and help you to make it */CTA: Join us, Get One Day Pass, Book a Free Trial/*.

How do we operate? It's simple. We have two floors. Boxing ring and training space upstairs, weights room downstairs - both filled with good music.

The standard membership [/hyperlink to memberships info/](#) costs £99 per month and includes wide variety of classes [/hyperlink to timetable/](#), professional guidance and support available at all times, so you don't have to pay extra.

You can also choose sessions with our Personal Trainers [/hyperlink to introduction page/](#). They are affordable and organised into suitable packages [/hyperlink to offers/](#) to fit your needs. We introduce plenty of offers and discounts monthly, so you can literally treat yourself.

WHOEVER YOU ARE, WHEREVER YOU ARE, WHEREVER YOU GO - LET US BE YOUR ETHOS /JOIN US - [link to memberships page](#)/.

ETHOS GIRL is me and you. We are all unique here, you know? Sometimes strong and motivated, sometimes down and in "I don't care mode". But we all have our day-to-day fights, things we thought we aren't able to do. Yet, they're done now and we do them every day!

It takes energy, power and patience. That's why it's important to have a space and time to vent, sweat the stress out and just focus only on yourself. Have a moment to reorganise thoughts and come back to reality with a warrior attitude.

That's why we aim to build community - a place and space where we all belong and become stronger. Will you build with us?

Check our classes [HERE](#) */link to the memberships page/* or book your 1 DAY FREE PASS */link to registration form/*. ETHOS GYM - join your tribe.

// Landing page for THIS GIRL CAN campaign

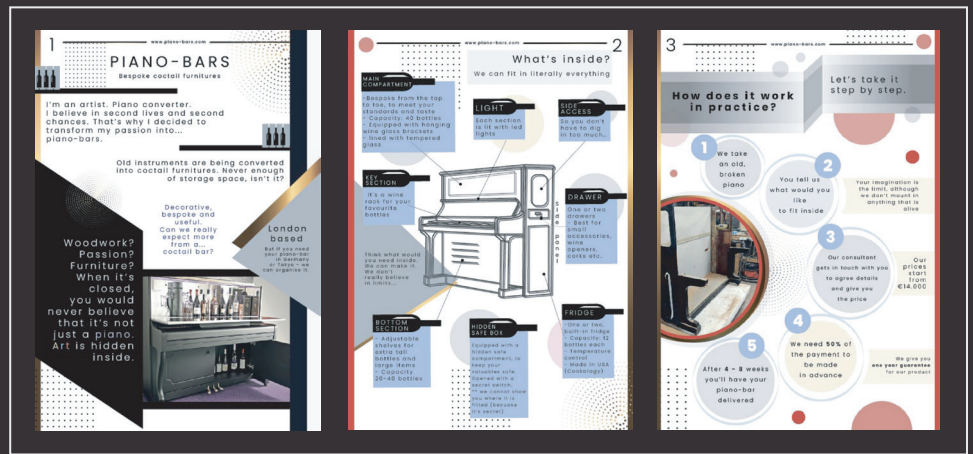


- Boosting Engagement
- Brand Voice & Tone
- Leads Generation
- Brand Awareness
- Call To Action
- Tag Lines
- Slogans



- + brand building, marketing ideas and coordination with business needs, business start-up, business documents, pitch for investors, creative content & copy, print design (banners, leaflets, business cards, branded clothes with slogans) and more.

Product Description
Service Description
Generating Leads
Product Copy
Brand Voice
Advertising
Catalogue
Tag Lines
Menu
Print



Woodwork? Passion? Furniture? When it's closed, you would never believe it's not just a piano. The art is hidden inside.

I'm an artist. Piano converter who believes in second lives and second chances. That's why I decided to transform my passion into... piano-bars. Old instruments are being converted into cocktail furniture. Never enough of storage space, isn't it? Decorative, bespoke and useful. Can we really expect more from a bar?

Bespoke cocktail furniture - catalogue & brand voice

- For bike sake •
- Because bike is enough to fly •



Tag Lines, Slogans, Branding, Logo Design



- Creative solutions, handled with care •



- We can design your dreams •



Packaging and labels



•DateCumble•

1ml pure whole plant extract.
Synergy of superfoods
for energy and healing.

Product
Copy
& Description

Personalised Messages Cards

Embedding Emotions
Personalised Wishes
Customer's Voice
Special Occasion



COMPANY
LOGO

13 DEC 2022

THINGS ARE BETTER WHEN THEY COME IN PAIRS.

Bread and butter, fish and chips,
summer and wine, you and me...

Our SPOTLESS PRIMER and BARESKIN FOUNDATION
make a perfect couple and leave your skin looking stunning.



They work best when combined together
and don't like to be apart.

CLAIM YOUR DEAL

Order now and save £15

**Limited amount available.*

EXAMPLE

Email Campaigns

TIME TO SHINE

Smile changes everything.
That's a fact.

Another fact - whitening teeth can be
pricey.
But... not with us.

SmileWide Toothpaste
comes in many flavours so you never
get bored, tastes fantastic and makes
miracles.

Order a 3-pack now and save 30%.

MAKE IT HAPPEN
(CTA)

**Offer available for a limited time.*

Dear Mum & Dad,

This occasion is special, no doubt about it. We are coming to you
today not only with gifts and the best wishes straight from our
hearts but also proud of you and amazed.

You went through a lot together, facing various obstacles and
sometimes really hard situations, but you never quit. You passed
all tests on your way and proved that you know what it means "for
better and for worse", teaching us what it means to grow togeth-
er,

not to grow apart.

You gave us love, a good example, stability, respect.

You were and always will be our home.

Thank you for everything and happy anniversary!

..Your children and grandchildren..

DEAR DAD,

When things are hard, you are there to
support me.

When things are good, we share the joy.

When I am lost, you guide me.

When I am weak, you add to my power.

When I lose hope, you show me the light.

Even when you are far away, you are
always around.

Thank you for being my hero!

Your daughter.

..Together since 1986..



**Whoever you want to become,
be it first.**

Want to be a businessman? Doctor?
Writer? Designer?

Live it first. Observe how they behave,
dress, spend time, talk. Who they
surround themselves with. What
habits they have, what they do daily
and... do it. Be it.

Train for the role of your life.

Brain doesn't know whether it's truth
or imagininity, but the mindset you are
building in the meantime will take
you there faster.

**Be it before you become. Become
your own dream.**

Hey girl!

No, you aren't not enough for him.
You are probably too much.

You have standards and boundaries.
You have rules. You don't put up with
him trying to never grow up, not
treating you correctly and not being
a good man.

That's why he will call you hard,
moody, crazy and will leave you for a
woman who is ok with his silly
attitudes so he doesn't have to work
on his sh*t.

**Just remember.
That's your blessing.
Keep your standards high.**

Motivational

**What you think
you are becoming.**

It is not just a phrase. Literally, what
you think about yourself, you encode
your brain with so it starts producing
particular chemicals that affect the
reactions and they build out behav-
iours. Then patters appear.

What you think is who you'r becom-
ing. And if the brain can cheat and
convince not pregnant woman that
she is pregnant, think what else it
can do...

**Our self-definition becomes our
destiny.**

People often do not even start...

Because the thing they dream about
would take time to achieve.

The trick is - time will pass anyway.
We can either try and at least have a
chance to succeed or let the time fly
and be sure we will end up with
nothing but frustration.

Quality and worth come with time
and effort. Cheap stuff is quickly
acheivable.

Just look at the handmade bag and
a bag produced quickly in Chinese
factory...

**Talking bad - easy.
Taking back - impossible.**

Hve that in mind.
Words have energy, they are reality
shapers and shifters.

What was said once, cannot be
unsaid or unheard.
No matter how many times we say
sorry.

A wise person said:

"Want to know who manipulates
you? Think who you are not allowed
to disagree with"

**Manipulation cannot stand
boundaries.**

protein that can efficiently and reversibly bind oxygen and deliver it from the lungs to peripheral tissues. Hb is made up of 4 chains: and each chain contains a heme group(1).The iron in the heme group binds 1 molecule of O₂, allowing a Hb protein the capacity to bind 4 O₂ molecules. Most iron is used for RBC synthesis thus iron deficiency reduces numbers of RBCs and subsequently oxygen transport, leading to tissue hypoxia.

for respiration and homeostasis. Tissues must maintain specific levels of O₂, therefore fluctuations in such condition causes Cells to respond to changes in O₂ levels by altering gene expression patterns. These altered gene expressions affects levels of various number of proteins involved in cell survival. Such changes are initiated by a heterodimeric nuclear transcription factor, hypoxia-inducible factor (HIF) (1). HIF is made up of an oxygen-dependent α -subunit HIF1 α , HIF2 α , and/or HIF3 α and a constitutively expressed β -subunit, aryl hydrocarbon nuclear translocator (ARNT) (watts et al 2020)(8). Thus adequate levels of oxygen in cells can cause the rapid degradation of HIF- α subunits by prolyl hydroxylase domain-containing enzymes (PHD). Signaling from Hypoxia and HIF form the primary regulators of *EPO*, but in response to hypoxia, *EPO* can be reactivated in hepatocytes. (Hasegawa, 2013). (9) In vitro promoter assays have shown that HIF1- α and HIF-2 α have been shown by IN vitro assays to bind and activate the *EPO* promoter \Rightarrow via canonical HIF response elements⁴⁴⁻⁴⁵. HIF-1 α is a master regulator of oxygen homeostasis which has been shown to play a key role in plays key roles in development, physiology, and disease (yang et al 2018) (10). Yet little is known about the effects of hypoxia on iron metabolism. According to a recent research by Aslan et al 2022, (11), the HIF-1 α gene is activated under hypoxic conditions and expressed by the activated HIF-1 protein involved in iron metabolism, angiogenesis and glucose metabolism. The research went further to say The HIF-1 protein is unstable under normoxic conditions and HIF-1 stabilizers are a new class of drugs to treat anemia associated with chronic kidney disease.

studies by yang et al 2018 revealed that DMT1 and IRP1 contains hypoxia-responsive elements (HREs) in their promoters and has been established that Transferrin receptor (TfR1) is a hypoxia target gene.

According to the study above, TfR1 and DMT1 are the most important proteins for cellular iron uptake. They are regulated by HIF-1 α under hypoxic condition and contain hypoxia-responsive elements (HREs) in their 5'-regulatory region. Besides, iron regulatory protein 1 (IRP1) regulates DMT1 and TfR1 by binding to iron-responsive elements (IREs) present in their mRNAs to control cellular iron homeostasis.

*TIBC can be measured by Microwave-Atomic Emission Spectroscopy (we have the machine, next to the teaching lab.)

*Haemoglobin levels can be measured as haematocrit (bespoke centrifuge also available in the teaching lab.)

3. CURRENT PROGRESS

A. Background research

The background of the research is divided into three areas:

1. Cellular uptake of iron in the iron cycle

Transferrin (Tf) has two high affinity binding sites for ferric iron (Fe³⁺) that it captures in the circulation. This diferric Tf conjugate (Tf-Fe³⁺) prevents free non-transferrin bound iron (NTBI) from engaging to form hydroxyl radicals (Barber et al. 2014.), a study by Oghami et al 2005 shows the diferric conjugate (Tf-Fe³⁺) binds to transferrin receptor (TfR1) on the surface of cells to form a complex. This complex is subsequently endocytosed. The ferric iron is released from the Tf-TfR1 complex and recycled back to the membrane where TfR1 is reinserted and Tf released back into the circulation. The freed ferric iron is then reduced to its bio-active ferrous form, Fe²⁺, by ferrireductase.

The importance of iron uptake into cells is clear from genetic mouse studies where ablation of the *TfR1* gene results in detrimental pathologies including cardiomyopathy, muscle atrophy, dopaminergic neurodegeneration, and severe anemia due to reduced erythrocyte development (Xu et al. 2015, Matak et al. 2016.)

2. The choice of cells

Studies conducted by Wiedera A. et al. (2003) showed the Tf-based chemical conjugation can be applied for non-invasive delivery of therapeutic proteins across the absorptive barriers, such as the small intestinal and alveolar epithelial cells, which express TfR on the surface.

Kovar J. et al. (2006) tested the effect of iron deprivation on the uptake of iron from ferric citrate by human erythroleukemia K562 cells after preincubation for 24 hrs. Then, they measured the level of Dcytb, ferroportin and hephaestin and concluded that iron deprivation stimulates the uptake of non-transferrin iron in K562 cells and that this stimulation depends on protein synthesis.

Kulaksiz H. et al. (2008) focused on insulinoma-derived RINm5F cells and demonstrated that iron in these cells regulates the expression of hepcidin in b-cells. They found out that pancreatic islets can be an additional source of the hepcidin peptide because the localization of this peptides with b-cells suggests involvement in iron metabolism.

Editing

Business • Medical Research •
Communication

Writing for soul sake

A cup of Coffee with God

- And you know what? Very often, I have no clue what it is all about. Why do I have to go through all this hardship? Over and over again... I'm tired and I don't understand it - I said to God, making some space for him on the sofa, as he wanted to seat by me.

- Oghhhh... because you always want to know everything straight away! And that's my job. I am God. Do you know how hard it is to accommodate in head everything that was, is and will be? And to know why it's this way? - he crossed his legs and took a sip from his cup. - Good coffee. Strong.

- Well, I feel so sorry for you... you'd rather get your ass kicked without understanding why... - I grumbled over my cup.

- Ha!! Strong too. Good one! I made you this way, girl. Saucy but strong as... ermmm... I was just about to compare you to a bull, but I guess that wouldn't sound well - he chuckled impiously - To answer your question, kid... you can't know yet. Because if you knew it all now, you would have never learnt how to believe and trust. Trust allows you to walk even where the road is not visible at all. You may have no clue where you are going but you trust that you will get as far as possible, as high as possible. Straight to heaven. To me. And besides - he slapped my knee with a laugh - if you knew it all, you would never want to learn anymore or put effort into things. Plus, first of all, you wouldn't handle it all.

- So you say that I'm going to be screwed? - I looked straight into God's eyes. Bright and green. Amused.

- That's not what I said. Karol... I didn't create you for my mockery, but in my image - he sold me a nudge.

I wondered... would it be appropriate to hit the God back? He laughed. Yes, he knew what I was thinking about.

- It's just... everything that you are going through, the challenges, hardship, lessons, it helps you to get... you know, like in a computer game, get on a higher level. Otherwise you would not understand what to do with things, even with the greatest blessings I prepared for you, baby. So... Step by step. You are developing yourself. Opening your heart, closing your mouth. You speak less, you understand more. You can use it all better, appreciate it. The more you think you don't have and that you're losing it, the more you appreciate it. Do you get it now?

- Yes. I do, but I'm wondering... Does it amuse you? Watching us humans when we struggle with ourselves? Not knowing answers?

- I see you didn't understand - God raised eyebrows and laughed again. - Karol. ... open your head, for a God sake! Because God is talking to you. I have given you mind, will, bunch of talents and the goal of life, the mission. That's the starter pack for everyone. What a human will do with it, it is up to human. And believe it or not, I'm not amused at all. But I gave you everything. I can't control you all the time. Imagine that I gave you... a car. And then I keep on telling you how to drive it and trying to yank the the steering wheel off your hands. I would get a hit for that, wouldn't I?

- Definitely. Straight in the forehead - I finally smiled.

- I thought so. And getting back to your question... it's wonderful to watch someone growing, maturing, overcoming adversities and becoming so ... so strong, like me. Invincible. Like a rock. Creative. Attentive. So can make something out of nothing... But it's sad to look at those who allowed themselves to get defeated. They breath, but they aren't alive. They destroy themselves. Ultra-perfect organisms but live so conservatively and carefully to not feel the pain, to not experience something intensive, turbulent. They die alive and waste their potential. Like a fully fueled car that has never gone anywhere.

(...)