

# BEATA ZACHARSKA

(0) 7565 298 660 | [beata.zacharska@gmail.com](mailto:beata.zacharska@gmail.com) | [LinkedIn](#) | W3 6GX, London, UK

## PROFESSIONAL SUMMARY

- 10+ years of experience in leading strategy, conception, development and implementation of marketing strategies and campaigns for global brands across 30+ international markets.
- Skilled at establishing effective communication channels and coordinating cross-functional teams to develop effective engagement strategies and deliver new product launches.
- Vast experience in B2B and B2C marketing across a wider range of sectors and FTSE 100 companies in EMEA
- Well-versed in marketing automation, analytics and project management tools, currently completing a front-end developer bootcamp (HTML, CSS, JavaScript).

## KEY SKILLS

- B2C & B2B Marketing
- Program Management
- Performance Reporting
- Cross-functional Collaboration
- Multi-channel Campaigns
- Campaign Optimisation
- People Leadership & Training
- Partner Marketing
- Brand Guardianship

## PROFESSIONAL EXPERIENCE

**Google** | London, UK

*Marketing Program Manager*

*September 2022 – present*

- Planning engagement strategy and execution across EMEA to deliver accelerated growth through owned and paid media
- Leading a team of analysts and data scientists to deliver robust reporting and data-driven insights.
- Collaborating across functions and regions to gain alignment with key stakeholders
- Setting up processes and collaboration models to further drive the data-driven transformation of the Think with Google program

**NearSt** | London, UK

*Marketing Campaign Director*

*April 2021 – August 2022*

- Created and defined multi-channel partner marketing campaigns, boosting brand visibility across the market.
- Tested and optimised PPC campaigns and landing pages whilst developing new content strategy.
- Identified marketing trends and assessed SEO, continuously improving marketing channel performance.
- Prepared press releases, awards and keynote speakers' submissions highlights.
- Leveraged third and first-party data (keywords, heatmaps and product messaging), leading to enhanced performance of Google dynamic search from 0% CTR to 5%+ for the most relevant keywords.

**Saatchi & Saatchi** | Düsseldorf, Germany

*Account Director*

*April 2017 – February 2021*

- Led conception, development and delivery of cross-channel campaigns across EMEA and APAC, coordinating both internal and external cross-functional team, and presenting campaign results to senior stakeholders.
- Developed a digitally-driven visual identity for Seven Seas and the 1<sup>st</sup> ever Merck's digital-only campaigns for Seven Seas (UK) and Femibion (global scale).
- Oversaw production plans and budgets ranging between £1 and £2 million.
- Launched the 1<sup>st</sup> ever VR project for the agency and the client at Dmexco 2017 in Cologne, Germany.
- Carried out market trends analysis to find category disruptors and introduce innovative strategies.
- Coached and mentored a team of staff, leading to accomplishing all set team targets and KPIs.

**Tag Europe** | London, UK

*Senior Account Manager*

*Account Manager*

*April 2016 – March 2017*

*July 2015 – March 2016*

- Cooperated with the Hilton EMEA brand marketing and e-commerce teams to execute creative strategies across key EMEA regions (UK, Germany, Turkey and UAE/KSA).
- Localised and delivered on time and on budget Hilton's largest advertising campaign in history called "Stop Clicking Around" (600+ assets across 20 markets).
- Supervised media channels including print, digital and broadcast, acting as a brand guardian to ensure all local adaptations are on-brand.
- Strengthened relationships with stakeholders, expanding agency portfolio to include new Hilton brands.
- Excelled in client satisfaction ratings and ensured both agency and client targets and KPIs are met, delegating tasks to the team, mentoring junior staff and handling communications across global Hubs.

## ADDITIONAL PROFESSIONAL EXPERIENCE

**Tag Europe** | London, UK

*Senior Project Manager & Traffic Manager*

*Project Manager & Traffic Manager*

*Junior Project Manager*

*January 2015 – June 2015*

*September 2012 – December 2014*

*August 2011 – August 2012*

**University College London** | London, UK

*PhD Researcher & Postgraduate Teaching Assistant*

*October 2008 – June 2011*

## EDUCATION

**The Chartered Institute of Marketing (CIM)**

Diploma in Professional Digital Marketing

*2020 – 2022*

**University College London** | London, UK

MA in Linguistics (Distinction)

*2007 – 2008*

**University of Warsaw** | Warsaw, Poland

BA in English, French & Portuguese (4.72/5)

*2004 – 2007*

## CERTIFICATES

**Trilogy/edX** | Skills Bootcamp in Front-End Web Development (16 weeks)

*2023 (ongoing)*

**CXL** | Content Strategy and SEO for Lead Generation

*2022*

**CXL** | Copywriting & Product Messaging

*2022*

**CXL** | Facebook Ads

*2022*

**Google** | Google Ads Search Certification

*2022*

**The Chartered Institute of Marketing (CIM)** | Digital Optimisation

*2022*

**The Chartered Institute of Marketing (CIM)** | The Digital Customer Experience

*2022*

**The Chartered Institute of Marketing (CIM)** | Marketing & Digital Strategy

*2021*

**Google** | Google Advanced Analytics & Google Analytics Individual Qualification

*2020*

**Westminster Business School** | PRINCE2 Foundation & Practitioner

*2017*

**Wharton School of Business, University of Pennsylvania** | Business Foundations Course

*2017*

## LANGUAGES

Fluent in English and Polish; advanced level in German and intermediate level in French, Italian and Portuguese.