Beata Zacharska

at

https://uk.linkedin.com/in/beata-zacharska

Summary

Experience

Marketing Program Manager at Google

01/09/2022

* Planning engagement strategy and execution across EMEA to deliver accelerated growth through owned and paid media, resulting in +89% CTR MoM and +78% conversions QoQ.
* Leading a team of analysts and data scientists to deliver robust reporting and data-driven insights
* Collaborating across functions (editorial, media, production, analytics) 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

Marketing Campaign Director at NearSt

01/04/2021 - 01/08/2022

* Created and defined multi-channel partner marketing campaigns, boosting brand visibility across the ------- market.
* Tested and optimised PPC campaigns and landing pages (UI/UX) 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.

Account Director at Saatchi & Saatchi

01/04/2017 - 01/02/2021

Saatchi & Saatchi -------
* Led conception, development and delivery of cross-channel campaigns across EMEA and APAC, coordinating
both internal and external cross-functional teams, and presenting campaign results to senior stakeholders.
* Developed a digitally-driven visual identity for Seven Seas and the 1st 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 1st 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.

Senior Account Manager at Tag Europe

01/04/2016 - 01/03/2017

Account Manager at Hilton

01/07/2015 - 01/03/2016

* 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

Traffic Manager at Tag Europe

01/01/2015 - 01/06/2015

Traffic Manager at

01/09/2012 - 01/12/2014

Junior Project Manager at

01/08/2011 - 01/08/2012

Postgraduate Teaching Assistant at University College London

01/10/2008 - 01/06/2011

Education

University College London

Master of Arts, -

University of Warsaw

Bachelor of Arts, -

The Chartered Institute of Marketing

Diploma, -

, -

Google

Google Ads Search Certification, -

Digital Optimisation

The Chartered Institute of Marketing, -

Marketing & Digital Strategy

The Chartered Institute of Marketing, -

Google

Google Analytics Individual Qualification, -

Westminster Business School

PRINCE2 Foundation & Practitioner, -

University of Pennsylvania

, ‾

Skills

EMEA, Paid Media, Managerial Skills > Team Management, Analytics, Key Stakeholders, Marketing Campaigns, Content Strategy, Press Releases, APAC, Mentoring, market trends analysis, Search Engine Optimisation, English, Polish, Marketing Program Manager, Marketing Campaign Director, channel partner, Account Director

---

Keywords

Languages

‾

Other candidate information that Vincere supports

Add the wildcards to your template. Vincere will recognize and replace it with corresponding information.

(Notice: Please remove this section if you don't need it in your template)

General information

1. Candidate middle name ()
2. Candidate preferred name ()
3. Candidate first name in Kana ()
4. Candidate last name in Kana ()
5. Candidate date of birth ()
6. Candidate Age ()
7. Candidate Place of birth ()
8. Candidate Citizenship ()
9. Candidate Gender (Female)
10. Candidate Photo (

)

11. **Candidate Primary Email** (beata.zacharska@gmail.com)
12. **Candidate Work Phone** ()
13. **Candidate Primary Phone** (+44 7565 298660)
14. **Candidate Home Phone** ()
15. **Candidate LinkedIn profile** (https://uk.linkedin.com/in/beata-zacharska)
16. **Candidate Current Address - Address** (London)
17. **Candidate Current Address - District** ()
18. **Candidate Current Address – City/Town** (London)
19. **Candidate Current Address - State** ()
20. **Candidate Current Address - Country** (United Kingdom)
21. **Candidate Current Address - Zipcode** ()
22. **Candidate Current Address - Name** (London)
23. **Candidate Availability for Work** ()
24. **Candidate Marital Status** ()
25. **Candidate TOEIC Score** ()
26. **Candidate IELTS Score** ()
27. **Candidate ID** (63656)
28. **Candidate Work History** (Google
    Marketing Program Manager
    2022-09-01
    * Planning engagement strategy and execution across EMEA to deliver accelerated growth through owned
    and paid media, resulting in +89% CTR MoM and +78% conversions QoQ.
    * Leading a team of analysts and data scientists to deliver robust reporting and data-driven insights
    * Collaborating across functions (editorial, media, production, analytics) 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
    Marketing Campaign Director
    2021-04-01 - 2022-08-01
    * Created and defined multi-channel partner marketing campaigns, boosting brand visibility across the
    ----
    market.
    * Tested and optimised PPC campaigns and landing pages (UI/UX) 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
    Account Director
    2017-04-01 - 2021-02-01

Saatchi & Saatchi -------
* Led conception, development and delivery of cross-channel campaigns across EMEA and APAC, coordinating
both internal and external cross-functional teams, and presenting campaign results to senior stakeholders.
* Developed a digitally-driven visual identity for Seven Seas and the 1st 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 1st 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
Senior Account Manager
2016-04-01 - 2017-03-01

Hilton
Account Manager
2015-07-01 - 2016-03-01
* 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
Traffic Manager
2015-01-01 - 2015-06-01

Traffic Manager
2012-09-01 - 2014-12-01

Junior Project Manager
2011-08-01 - 2012-08-01

University College London
Postgraduate Teaching Assistant
2008-10-01 - 2011-06-01)
29. Candidate Desired Salary (GBP £0.00)
30. Candidate Current Salary (GBP £0.00)
31. Candidate Contract Rate ()

32. Candidate Notice Period (30)
33. Candidate Brief (Beata Zacharska is a resident of London, UK. She has been working in the Marketing occupational sector for more than 14 years. Currently she is employed as a Marketing Program Manager at Google. Beata has an extensive management experience (10 years) with exposure to executive/middle management positions.
Currently since 2022-09 this candidate had experience at a lower grade management level working as a Marketing Program Manager at Google.
Since 2021-04, for a total duration of 17 months, this candidate had experience at an executive/middle management level working as a Marketing Campaign Director at NearSt.
Since 2017-04, for a total duration of 47 months, this candidate had experience at an executive/middle management level working as a Account Director at Saatchi & Saatchi.
Since 2015-01, for a total duration of 6 months, this candidate had experience at a lower grade management level working as a Senior Project Manager/Traffic Manager at Tag Europe.
Since 2012-09, for a total duration of 28 months, this candidate had experience at a lower grade management level working as a Project Manager/Traffic Manager.
Since 2011-08, for a total duration of 12 months, this candidate had experience at a lower grade management level working as a Junior Project Manager.)
34. Candidate LinkedIn resume ()
35. Candidate Company name()
36. Candidate Company number()
37. Candidate Branch ()
38. Candidate Desired Industry ()
39. Candidate Desired Sub Industry ()
40. Candidate Desired Function Expertise ()
41. Candidate Desired Sub Function Expertise ()

NOTE:

1. To fields of Education, because it's a dynamic field in Vincere and you can add as many education as you want in Candidate Profile, it's important to put the details inside a Loop to get all Education details of a candidate.
Education details that are supported in Resume Builder:

a. Candidate Education Level (${education.educationLevel})
b. Candidate Education Summary (University College London
Linguistics, Master of Arts
University of Warsaw
English, French, Portuguese, Bachelor of Arts
The Chartered Institute of Marketing
Professional Digital Marketing, Diploma
Google
Google Ads Search Certification
Digital Optimisation
The Chartered Institute of Marketing
Marketing & Digital Strategy
The Chartered Institute of Marketing
Google
Google Analytics Individual Qualification
Westminster Business School
PRINCE2 Foundation & Practitioner
University of Pennsylvania
Business Foundations Course)

    c. Candidate Education Institution (${education.institutionName})
    d. Candidate Education Course (${education.course})
    e. Candidate Education Qualification (${education.qualification})
    f. Candidate Education GPA (${education.gpa})
    g. Candidate Education Honors (${education.hornors})
    h. Candidate Education Major (${education.major})
    i. Candidate Education Grade (${education.grade})

To use those wildcards, simply put them between an "Education.EducationStartLoop" and an "Education.EducationEndLoop"

Example:

University College London

Master of Arts, -

University of Warsaw

Bachelor of Arts, -

The Chartered Institute of Marketing

Diploma, -

, -

Google

Google Ads Search Certification, -

Digital Optimisation

The Chartered Institute of Marketing, -

Marketing & Digital Strategy

The Chartered Institute of Marketing, -

Google

Google Analytics Individual Qualification, -

Westminster Business School

PRINCE2 Foundation & Practitioner, -

University of Pennsylvania

, -

2. Fields in Work History of candidate work in the same way as Education's fields.

You will have to put Work History details in between a "WorkHistory.WorkCompanyStartLoop" and a "WorkHistory.WorkCompanyEndLoop".

Work History details that are supported in Resume Builder:
  a. Candidate Job title (${experience.jobTitle})
  b. Candidate Employer (${experience.employer})
  c. Date range (${experience.dateRange})
  d. Candidate experience at the company (${experience.company})

Recruiter information

1. User location ()
2. User phone number ()
3. Resume submitted date (13/03/2023)
4. User company name (Wild Squirrel Recruitment)
5. User name ()
6. User email ()
7. Primary Brand Logo ()
8. Primary Brand Name ()