

BEATA ZACHARSKA

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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.
- Well-versed in marketing automation (Hubspot, Wagtail CMS), analytics, MS office, project management tools & processes (Prince2, Agile) and front-end coding languages (HTML, CSS, JavaScript).

KEY SKILLS

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|--------------------------------|----------------------------------|-------------------------|
| • B2C & B2B Marketing | • Agile Program Management | • Data Analysis |
| • SEO & Content Strategy | • Multi-channel Campaigns | • Campaign Optimisation |
| • People Leadership & Training | • Cross-functional Collaboration | • Performance Marketing |

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, 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 | 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 (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 | 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 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 | London, UK

Senior Account Manager

April 2016 – March 2017

Account Manager

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

January 2015 – June 2015

Project Manager & Traffic Manager

September 2012 – December 2014

Junior Project Manager

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.