

Doświadczenie zawodowe

GroupM **Paid Social Media Specialist,** **Warszawa**
Global Hub

03.2022 - obecnie

-conducting and planning advertising activities with the use of tools and technologies of Facebook and other publishers included in social media (Tiktok, Pinterest, LinkedIn, Twitter, Snapchat)n-preparation of estimations, campaign recommendations and sales offersn-preparation and implementation of campaignsn-monitoring and optimizing campaigns according to the objectivesn-preparing and presenting strategiesn-ongoing reporting and settlement of campaignsn-preparing quarterly, semi-annual and annual summaries for clients along with recommendationsn-presenting conclusions and recommendations from conducted activities to the clientn-monitoring execution of clients' budgets n-recommending research solutions and technologies using measurement solutionsn-conducting e-commerce campaigns on different social media platformsnnKey client: Mars (Mars, Snickers, Maltesers, Orbit, Whiskas, Pedigree) n

GroupM **Social Media Executive** **Warszawa**

06.2021 - 02.2022

-conducting and planning advertising activities with the use of tools and technologies of Facebook and other publishers included in social media (Tiktok, Pinterest, LinkedIn, Twitter, Snapchat)n-preparation of estimations, campaign recommendations and sales offersn-preparation and implementation of campaignsn-monitoring and optimizing campaigns according to the objectivesn-preparing and presenting strategiesn-ongoing reporting and settlement of campaignsn-preparing quarterly, semi-annual and annual summaries for clients along with recommendationsn-presenting conclusions and recommendations from conducted activities to the clientn-monitoring execution of clients' budgets n-recommending research solutions and technologies using measurement solutionsn-clientservicen-conducting campaigns with different objectives: brand awareness, traffic, catalog sales, conversionsn-conducting e-commerce campaigns on different social media platformsnnKey client: Orbico group (Braun, OralB, Bissell, ConversePL, Mattel, Revlon, Mac, Shiseido) for CEE Marketsn

GroupM **Junior Social Media Executive** **Warszawa**

04.2020 - 05.2021

-preparing estimations and recommendations for campaignsn -preparing and implementing campaignsn -monitoring and optimizing campaigns according to the objectivesn -using standard research solutions in campaignsn -using synergies of social channels in campaign planningn -ongoing reporting of campaigns and preparation of quarterly, semi-annual and annual summaries for clients along with recommendationsn -presenting conclusions and recommendations from conducted activitiesnnKey client: Unilever (Domestos, Cif, Surf, Cocolino, Axe, Dove, Rexona)nn

Egurrola Dance Studio **Trainer** **Warszawa**

09.2016 - 02.2020

Providing dance classes for children and adults. Leading dance team for competitions. Building a personal brand as a coach and dance instructor.

Wykształcenie

University of Warsaw **Management**

10.2016 - 06.2020

Economy and management
Bachelor's degree

Kontakt

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Warszawa

Najważniejsze umiejętności

- Meta Business Manager
- Tiktok Ads Manager
- Google Analytics
- Microsoft office: Word, Excel, Power Point, Outlook
- Brand24
- Sentione
- Analytical thinking
- Cat. B driving licence
- Teamwork
- Working under pressure
- English - advanced, fluent
- French - intermediate, communicative

10.2021 - obecnie

Brand management

Master's degree

Podsumowanie

I am conscientious and accurately perform the tasks assigned to me. I have great organizational skills. From a young age, I combined my passion for sports along with my education. I learn very quickly and I love learning. Working under pressure and dealing with stress is not a problem for me. I appreciate any challenge that is given to me. I am very ambitious and hardworking. I also care about the atmosphere at work - good teamwork is very important in my opinion. I establish contacts and relationships easily, I am very communicative person. I have first experience in digital marketing. I am very interested in brand marketing and the synergy of all marketing channels.