

# Nataliya Mosyurchak

## Digital Marketing Project Manager | PPC Specialist

**Performance Marketing Specialist** with over **10 years of experience** in running successful PPC campaigns and coordinating marketing projects.

I worked with such reputable brands as **Phillips, Jacobs, PKO BP, Hyundai, Red Bull, Wakacje.pl** and **LOT Polish Airlines**, consistently achieving excellent results and exceeding the targets.

Since December 2022, I have been working as a **coordinator and mentor for the Digital Marketing and E-commerce course** in the Work in Tech education project.

## Professional Experience

- Digital Marketing and E-commerce course** 02.2021 - present  
**mentor | Project coordinator**  
Ukrainian House | Warsaw
  - Coordination and participation in the development of the schedule of trainings implemented as a part of the project;
  - Mentoring of project participants;
  - Conducting regular thematic webinars with project participants;
  - Conducting individual consultations;
  - Preparation of training materials;
  - Organising webinars with experts in specific marketing fields;
  - Reporting the results of the project;
  - Maintaining relationships with training participants.
- Senior Performance Marketing Specialist** 02.2021 -03.2023  
Wakacje.pl | Gdansk
  - Development of brand marketing strategy and management of its implementation;
  - Running and optimising campaigns for Google Ads, Facebook Ads, Bing Ads, WP Ads, searching for areas of growth and improving the cost-effectiveness of campaigns;
  - Managing the marketing budget and ensuring the effectiveness of activities in line with the set objectives;
  - Analysis of data and monitoring of marketing indicators in order to continuously improve marketing strategies and activities;
  - Monitoring the market and competition, conducting analysis and reporting results;
  - Exploring areas for automation and participating in its implementation, reporting and presentation of results;
  - Conducting A/B tests (rate-setting strategies, texts, targeting, etc.).
- Performance Marketing Manager** 07.2020 - 12.2020  
LOT Polish Airlines | Warsaw
  - Audit of Google Ads and Yandex Direct accounts across all markets ( 38 markets);
  - Preparation of Google Ads and Facebook Ads campaign structures for all markets;
  - Implementation of scripts for automatic CPA optimisation on Google Ads accounts;
  - Preparation of reports in Google Data Studio.



## Contact

- ☎ +48 730-465-445
- 📍 01-234 Warsaw
- ✉ n.mosyurchak@gmail.com

## Skills

- Marketing Project Management
- Google Analytics
- Adobe Analytics
- Google Data Studio
- Performance marketing
- Meta Ads
- Bing Ads
- SEO
- Jira, Asana
- MC Word

## Languages

- Polish - C2
- Ukrainian - native
- English - B2
- Czech - A2

- SEM Specialist** **05.2018 – 02.2020**  
 LoandoGroup Ltd. | Warsaw
  - Planning, creation and management of Google Ads campaigns (Search, GDN, Remarketing, YouTube, Gmail, RLSA) and Facebook Ads;
  - Analysis and optimisation of marketing campaigns (brand, traffic, lead, sales) and supervision of conversion paths. Preparation of reports, presentations and analyses;
  - Working closely with advertising agencies, business partners and other company departments during ongoing campaigns and projects;
  - Monitoring and analysis of competitors' activities
- SEM Specialist** **06.2016 – 04.2018**  
 Havas Media Ltd. | Warsaw
  - Running marketing campaigns for brands such as RedBull, PKO BP, Wyjątkowy Present, Philips Lighting (Signify), Jacobs;
  - Planning and creating campaigns on Google search (Search, GDN, Remarketing, YouTube, Gmail, PLA, RLSA);
  - Running, monitoring and optimising campaigns;
  - Consultations, presentations and business meetings with clients, preparation of offers for potential clients;
  - Working closely with other departments within the campaign;
  - Preparation and reporting the project analysis
- Google Ads Specialist** **06.2016 – 04.2018**  
 G Partner | Warsaw
  - Creating strategies for Google Ads campaigns (Search, GDN, Remarketing, YouTube, Gmail);
  - Data analysis in Google Analytics and making suggestions based on data, optimizing Google Ads campaigns;
  - Conducting product training for the Agency (search engine, GDN, Video, remarketing, mobile, Google Ads Editor, etc.);
  - Participation in mentoring programs for individual environments.

## Education

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- Doctoral Studies in Sociology** **09.2009 – 07.2013**  
 Institute of Philosophy and Sociology, Polish Academy of Sciences, Warsaw
- Postgraduate supplementary studies in cultural studies** **09.2008 – 07.2009**  
 East European Studies, University of Warsaw, Warsaw
- Graduate studies in Philology** **09.2002 – 07.2008**  
 Degree awarded: MA in Philology  
 Vasyl Stefanyk Precarpathian National University in Ivano-Frankivsk  
 Faculty of Slavonic Philology, Ukraine

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*I agree to the processing of personal data provided in this document for realising the recruitment process pursuant to the Personal Data Protection Act of 10 May 2018 (Journal of Laws 2018, item 1000) and in agreement with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation).*