



DARIA HARBUZ



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09.03.2003



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HARD SKILLS

- Project Coordination
- Google ads, Bing Ads, Meta ads
- Client relations
- Chat GPT
- Canva
- Office 365: Exel, PowerPoint, World

SOFT SKILLS

- Teamwork
- Responsibility
- Quick learning and adaptability
- Problem solving

LANGUAGES

- Polish- C1
- English - B2
- Ukranian - native

WORK EXPERIENCE

Dentsu Polska

SEM SPECIALIST

07.2025 - 02.2026

JUNIOR SEM SPECIALIST

05.2024 - 06.2025

- **Project management:** planning, execution, and optimization of multi-channel digital campaigns (Google Ads, Bing Ads).
- **Reporting and performance analysis:** monitoring KPIs and campaign performance, managing initiatives with diverse and often limited budgets, and developing strategies to achieve specific performance targets.
- **Proposal and presentation development:** creating presentations for tenders, including market research, competitive analysis, strategic and creative insights.
- **Customer management:** Building and maintaining long-term relationships with clients and agency partners, resolving conflicts to ensure successful goal achievements for agency and clients.
- **Process optimization and problem-solving:** troubleshooting technical issues, finding ways to optimize processes in client-agency communication.
- **Mentoring:** creating and delivering training presentations, conducting internal workshops, and mentoring junior specialists.

Arteria G Partner

ADS ONBOARDING SPECIALIST

04.2023 - 02.2024

SUPPORTING GOOGLE

- Helped businesses launch and structure their digital campaigns tailored to their goals.
- Created media strategies and set up campaigns across various bussines fields.
- Delivered trainings and onboarding sessions for new advertisers.

Fundacja Pankracy *Volunteer*

06.2024 - Present

GOOGLE ADS SPECIALIST

- Managing and optimizing the foundation's Google Ads account under the Google Ad Grants program for non-profits.

VOLUNTEER AND SOCIAL WORK EXPERIENCE

Supporting educational and community initiatives for children and migrant groups, including conducting Polish language lessons for Ukrainian children, assisting migrants with relocation and integration into daily life, and providing financial support for essential needs.

EDUCATION

Collegium Civitas

2020 - 2024

Bachelor's degree

Managment and Digital Marketing

MOTIVATION

I am driven by the opportunity to support socially meaningful projects that directly improve people's lives. I enjoy structured coordination work, improving processes, and contributing to well-organized initiatives where teamwork and clear communication lead to real impact. I can bring to the team a strong background in digital marketing, coordination skills, experience in communication, training, and working with diverse groups.

*„Wyrażam zgodę na przetwarzanie moich danych osobowych dla potrzeb niezbędnych do realizacji procesu tej i przyszłych rekrutacji”.