

NATALIA GOGOLINSKI

SOCIAL ACCOUNT MANAGER

PROFILE INFO

Results-driven Social Media & Influencer Marketing specialist with 6+ years of experience across agency and in-house roles. Proven track record of delivering end-to-end social and creator campaigns for global brands, combining creative strategy with performance-driven execution.

Experienced in managing client relationships, leading cross-functional projects, and optimizing campaigns based on data and ROI. Passionate about social-first storytelling, creator partnerships, and building culturally relevant campaigns that drive measurable impact.

Details:

07761120171

natalialouisegogo@gmail.com

EDUCATION

2017 - 2019

COLLEGIUM CIVITAS - WARSAW

- MBA in International Relations with a specialty in PR, Branding and Marketing

2014-2017

UNIVERSITY OF WARSAW

- Undergraduate in Media Logistics and Marketing

SKILLS

- Account Management & Client Services
- Influencer Marketing & Creator Partnerships
- Social Media Strategy & Content Planning
- Campaign Management (End-to-End)
- Budget Management & Profitability
- Performance Marketing & ROI Analysis
- Creative Briefing & Content Production
- Trend Analysis & Social Insights
- Project Management & Workflow Coordination

WORK EXPERIENCE

Displate 

2025 - PRESENT

Social Media & Influencer Marketing Manager

- Lead the development and execution of global influencer and social strategies aligned with brand positioning, seasonal campaigns, and commercial objectives
- Own end-to-end influencer campaigns across global markets, from concept and creator sourcing to execution, amplification, and reporting
- Collaborate cross-functionally with paid media, creative, and brand teams to deliver integrated campaigns focused on performance and customer acquisition
- Manage influencer and campaign budgets, optimising spend and scaling high-performing content to maximise ROI
- Work within Meta Ads Manager and TikTok Ads Manager to support paid amplification, audience targeting, and performance optimisation
- Drive customer acquisition through creator partnerships, with 80% of influencer-driven orders coming from new customers
- Source and manage UGC content for paid campaigns, generating over 23M impressions since May 2025
- Analyse campaign performance across engagement, reach, EMV, and conversions, providing insights and recommendations to improve future strategy
- Build and manage long-term relationships with creators aligned with brand communities and cultural positioning

Displate

2022 - 2025

Social Media Manager

- Managed and owned the social content calendar across Instagram and TikTok, balancing planned campaigns with reactive, trend-led content
- Produced high-performing short-form video content, capturing and editing using CapCut and Adobe Creative Suite
- Developed culturally relevant campaigns rooted in pop culture, gaming, and entertainment
- Collaborated with influencers and UGC creators to develop authentic, platform-native content
- Analysed social performance and audience insights to optimise content formats, posting cadence, and creative direction
- Worked closely with internal teams to align content with broader marketing and campaign objectives

LANGUAGES

- English (Native)
- Polish (Native)

PORTFOLIO

TOOLS

- Jira
- Asana
- Trello
- Monday
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Navision
- Google Workspace
- Adobe Photoshop
- Adobe Premiere Pro
- Hubspot
- Microsoft Power BI

OTHER

SOCIAL MEDIA MANAGER

Advertivo agency 2024-2025

Freelanced as a Social Media Manager for Advertivo Agency, managing social media accounts for 5 clients, from foodie brands to beauty brands including content creation, copywriting, and ad planning. Supported paid campaign strategy and performance optimization to enhance brand visibility and engagement.

Social Media Manager

- Managed multiple client accounts across hospitality and lifestyle sectors, including Conrad Fort Lauderdale Beach, Eat Sproutz, DT Creative, Quinto Miami
- Led client communication, including weekly calls, campaign updates, and performance presentations, ensuring strong relationships and alignment on objectives
- Owned workflows across accounts, coordinating content production, approvals, and delivery to meet deadlines and client expectations
- Acted as the main point of contact for clients, leading communication, managing expectations, and presenting campaign performance
- Planned and executed social content calendars, including copywriting, scheduling, and coordination with creative teams
- Led influencer collaborations with lifestyle creators to support campaigns such as Spa Month, driving engagement and brand visibility
- Managed content production, including UGC-style shoots, ensuring alignment with brand and campaign objectives
- Analysed campaign performance and delivered actionable insights to improve results and client satisfaction

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2017-2022

Social Media & Influencer Campaign Specialist

- Delivered end-to-end influencer campaigns for global clients within a fast-paced agency environment
- Led client communication across multiple markets, including presenting campaign strategies, updates, and final performance reports
- Managed complex workflows across creators, clients, and internal teams, ensuring smooth campaign execution and on-time delivery
- Acted as a strategic partner to clients, advising on creator selection, campaign structure, and digital best practices
- Managed campaign budgets and monitored performance against KPIs, ensuring campaigns were delivered efficiently and aligned with ROI objectives
- Tracked campaign performance across reach, engagement, and conversions, optimising campaigns to improve results
- Provided detailed post-campaign analysis and actionable insights to support future campaign planning and account growth
- Built and maintained strong client relationships, supporting long-term partnerships and repeat business

Pathfinder 23

2016 - 2017

Account Executive

- Owned the full lifecycle of multi-channel digital and e-commerce initiatives, guiding cross-functional teams and senior stakeholders from strategic briefing through delivery while safeguarding scope, timelines, and profitability.
- Expanded client scope through proactive strategic initiatives, including piloting performance-driven creative testing (eye-tracking analysis), reactivating and evolving legacy campaigns, and leading brand renewal proposals for existing clients to drive account growth and long-term partnerships.
- Led financial planning and budget management across multi-disciplinary projects, driving cost efficiency, protecting margins, and ensuring delivery aligned with commercial objectives and contractual scope.
- Led end-to-end production of photo and video shoots, translating strategic and creative proposals into fully executed campaigns. Oversaw planning, budgeting, vendor coordination, licensing negotiations, and campaign renewals to maximize asset longevity and commercial value.
- Oversaw complex project ecosystems, coordinating internal creative and strategic teams alongside external production, media, and licensing partners to deliver cohesive, commercially aligned campaigns.