

# Lara Kowalski

Junior Account Executive (Ads)

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Advertising graduate from the University of the Arts London with internship experience at Ogilvy. Supported 2 client accounts, wrote 4 creative briefs, and tracked campaign timelines against 15 production milestones. Managed the university showcase event attracting 800+ visitors and coordinated a team of 12. Strong in project coordination, client communication, and creative briefing.

## Experience

**Account Management Intern**, Ogilvy, London

Jun 2024 – Aug 2024

10 week internship in the Account Management department, supporting 2 FMCG client accounts.

- Wrote **4 creative briefs** for digital and social campaigns, approved by account directors and used to kick off production
- Tracked campaign timelines against **15 production milestones** using Monday.com, flagging 3 potential delays that were resolved before deadline
- Maintained **weekly status reports** for 2 accounts and distributed them to client and creative teams
- Attended **6 client review meetings**, prepared agendas, and drafted minutes for each
- Coordinated **8 internal meetings** between account, creative, strategy, and production teams

**Event Coordinator (Voluntary)**, UAL Advertising Showcase, London

Jan 2024 – Jun 2024

Led the organising committee for the annual BA Advertising graduate showcase event.

- Coordinated a team of **12 students** across logistics, marketing, sponsorship, and production
- Managed a budget of **£6,500** and delivered the event £200 under budget
- Secured **4 industry sponsors** (including D&AD and Campaign magazine) and attracted **800+ visitors** on the night

## Education

**BA (Hons) in Advertising**, University of the Arts London (LCC), London

Sep 2022 – Jun 2025

Upper Second Class Honours (2:1). Modules include advertising strategy, account planning, media planning, brand management, and consumer behaviour. Dissertation on the effectiveness of nostalgia marketing in Gen Z audiences.

## Skills

Creative Brief Writing • Campaign Timeline Management • Client Communication & Meeting Coordination • Monday.com & Asana (project management) • Microsoft Office (Excel, PowerPoint, Word) • Budget Tracking & Reporting • Media Channel Knowledge (ATL, BTL, digital, social) • Presentation Skills • Canva & Adobe Creative Suite (basic) • Social Media (Instagram, TikTok, LinkedIn)

## Certifications

**IPA Foundation Certificate**, Institute of Practitioners in Advertising

Mar 2025

**Google Ads Search Certification**, Google

Apr 2024 – Apr 2025

## Languages

English (native) • Polish (conversational)

## Projects

**Dissertation: Nostalgia Marketing and Gen Z Brand Engagement**

Oct 2024 – Apr 2025

Examined why Gen Z audiences respond positively to nostalgia-based advertising despite having no direct memory of the referenced era.

- Conducted a survey of **280 respondents** aged 18 to 25 measuring brand recall and purchase intent for 6 nostalgia campaigns
- Ran **4 focus groups** to explore emotional responses to retro visual aesthetics in advertising
- Found that nostalgia campaigns generated **28% higher brand recall** and 18% higher purchase intent than non-nostalgia equivalents in the survey sample

## References

**Tom Radcliffe**

Account Director, Ogilvy, t.radcliffe@ogilvy.com, +44 7700 900 318

**Dr. Sarah Turnbull**

Senior Lecturer in Advertising, University of the Arts London, s.turnbull@arts.ac.uk, +44 7700 900 527

## Extra Curricular Activity

**D&AD New Blood Entrant 2025**

Jan 2025 – May 2025

Entered the D&AD New Blood Awards with a campaign concept for IKEA. Created a full campaign deck (strategy, creative concept, media plan) and presented to a panel of 3 industry judges. Received a Yellow Pencil nomination.