

Account manager / Key account manager / Marketingový manažér / Marketingový riaditeľ

Uchádzača overíme na vašu žiadosť

Očakávaná mzda: **2 800 €**

Cena: **3 360 € bez DPH**

Preferovaná pracovná pozícia

Marketingový manažér

Account manager

Marketingový špecialista

Key account manager

Marketingový riaditeľ

Preferovaná lokalita

Bratislava

Jazyky

Slovensky - Expert (C2)

Česky - Pokročilý (C1)

Anglicky - Pokročilý (C1)

Zručnosti

Microsoft Office - Pokročilý

Pracovné skúsenosti / Work experiences

06/2020 - Present

Project Manager for Electromobility

Zameranie spoločnosti:

Automotive

- » Definition of electrifications´ standards for the dealers´ network
- » Network development, consultations and realisation
- » Case to case solutions
- » Coordination of suppliers
- » Developing of client offers and B2B / B2C cooperations

07/2018 - 02/2020

Brand Manager Dacia / Sales Business Analyst

Zameranie spoločnosti:

Automotive

Brand Manager Dacia (09/2019 - 02/2020)

- » Full management of Dacia brand (6 models)
- » Product evolution, range, profitability, sales results, communication strategy...
- » 10.000+ registrations/year

Sales Business Analyst (07/2018 - 09/2019)

- » Management of Austrian dealer network Renault/Dacia/Alpine
- » Business strategy, targets, performance, bonuses...
- » 33.000+ registrations/year

04/2008 - 06/2018

Country Marketing Manager / Market Manager for Slovakia

Zameranie spoločnosti:

Automotive

Country Marketing Manager (11/2013 - 06/2018)

- » Long-term and strategic marketing planning for Renault and Dacia models with the focus on local needs
- » Defining Marketing approach and Communication strategy for Individual (B2C) and Corporate Customers (B2C)
- » Setting of KPIs and campaign evaluation
- » Development and execution of the Marketing campaigns
- » Management of Agencies (Media / Social / Events) and budgets
- » Leading marketing team and coordination with other departments/countries across international organization
- » Creation and development of partnerships, events and product placement activities
- » 10.000+ registrations/year

Market Manager for Slovakia (04/2008 - 10/2013)

- » Co-creation and execution of Marketing Strategy with Country Manager and Marketing Director for dedicated segment of New Cars and follow up
- » 7.500+ registrations/year

Vzdelanie / Education

1997 - 2003

Faculty of Economics and Management

Engineer of Economy