

Strategic Marketing Manager / Group Brand Manager

Uchádzača overíme na vašu žiadosť

Očakávaná mzda: **3 300 €**

Cena: **3 960 € bez DPH**

Preferovaná pracovná pozícia

Marketingový manažér

Marketingový riaditeľ

Preferovaná lokalita

Bratislavský kraj

Jazyky

Slovensky - Expert (C2)

Anglicky - Stredne pokročilý (B2)

Anglicky - Mierne pokročilý (B1)

Zručnosti

Google Analytics - Pokročilý, IBM Lotus notes - Pokročilý, Microsoft Office - Pokročilý

Pracovné skúsenosti / Work experiences

07/2021 - Súčasnosť

Marketing manager

Zameranie spoločnosti:

Potravinový reťazec

- » I am in charge of communication and media strategy management and leading several marketing projects
- » My role is to prepare and implement marketing strategy using all research data, internal and external analysis.
- » Based on that I ensure the briefing creative and media agency and manage preparing and executing all campaigns throughout the year.
From image ones to daily product offers.
- » I lead the team with specialists responsible for leaflet and store communication as well as new team responsible for private labels.
- » I also propose, prepare and execute marketing, promotion activities to support the sales.
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03/2019- 07/2020

Commercial and Marketing / Manager

Zameranie spoločnosti:

Veľkoobchod s parfumérskym a kozmetickým tovarom

- » Managing overall marketing activities of the company and company brand outside and inside the company
- » Driving synergy between marketing and sales activities
- » Managing team of 5 people in marketing and coordinating the projects within wider team including commercial department
- » Preparing marketing strategy, marketing and sales support plans

Key and favourite projects: - Twist in sales decline during Corona crisis through the right marketing support - Internal brand building within the group of consultants - Change management –projecting the marketing of Czech and Slovakia companies to be under one management group

Managing overall marketing team and strategy around the year: - Analysing market situation, brand position and all marketing

activities efficiency - Defining the brand positioning on local market and setting up the efficient marketing strategy - Managing and executing PR, media activities and overall communication - Executing and managing product portfolio in Slovakia, catalogue offers, prices and discounts planning - Preparing recruitment and loyalty actions for all consultants - Preparing and presenting supporting activities to a big group of consultants - Managing online communication /web, social, email communication/, events /internal and external events/ - Co-creating and managing sales support actions and offers - Controlling local adaptation of catalogues - Briefing and coordinating advertising agency - Preparing and controlling the budget

10/2017-03/2019

Strategic Marketing Manager

Zameranie spoločnosti:

Reklamné agentúry

- » Providing services of marketing consultancy and external marketing manager
- » Preparing marketing strategy and marketing plans for medium size companies in various business fields in consumer goods and services
- » Analysing market trends and defining market potential within competition
- » Defining brand positioning and coordinating logo and corporate identity development
- » Preparing and presenting yearly marketing plans with detailed activities from product and packaging development, portfolio enlargement, communication and promotion activities
- » Managing the execution and also executing proposed marketing mixredefining product portfolio, its packaging, price and distribution and its promotion mix- online communication, social communication, PR, sales promotion and direct marketing
- » Briefing and coordinating external freelancers in preparation of communication, PR, social media and web
- » Preparing and controlling the budget

11/2005 - 06/ 2017

Group Brand Manager

Zameranie spoločnosti:

Výroba piva

- » Starting from brand manager of international brands, moving to senior brand manager and then at position of group brand manager managing 3 junior/ brand managers
- » 2 maternity leaves (2011-2013, 2014-2016)
- » In a period of time working on all beer brands within the company

Key and favourite projects: - 1 brand : responsible for launching brand in 2006, setting up the strategy for Slovak market - communication adaptations, promotion and POSM development, distribution and price recommendation, introducing innovations

David system, Draughtkeg, Extra Cold - 2 brand : - relaunching in 2008, creating new brand strategy and positioning and communication - 3 brand : - introducing innovations and their communication Wheat beer, Radler Elderflower and Mint, Special designs of Olympic cans - 4 brand - successful communication and national promotion and POSM development Managing brand team and brands all around the year - Analyzing market trends and brand sales/marketing results and preparing up the brand plan and its presentation - Introducing new brands on the market (business case preparation, introduction and execution) - Introducing new SKU, new packaging designs - Development of TTL communication (briefing creative/digital/media/PR/promo agencies, executing or supervising campaigns/projects/promotions/content plans, evaluation) - Sponsoring strategy development, cooperation with partners, contracts preparation - Coordination with trade marketing, PR and sales team on brand activities execution on the market - Controlling the budget and brand key parameters/goals

Vzdelanie / Education

1995 - 2000

Faculty of Commerce

Commerce and marketing, Master degree - ING.

02/1999 - 05/1999

Faculty of Economics

Marketing and communication / 1 semester scholarship

1991 - 1995

Secondary grammar school