

Head of Marketing

Uchádzača overíme na vašu žiadosť

Očakávaná mzda: **2 800 €**

Cena: **3 360 € bez DPH**

Preferovaná pracovná pozícia

Marketingový riaditeľ

Preferovaná lokalita

Slovenská republika

Jazyky

Slovensky - Expert (C2)

Anglicky - Expert (C2)

Česky - Expert (C2)

Rusky - Mierne pokročilý (B1)

Taliansky - Mierne pokročilý (B1)

Poľsky - Začiatočník (A2)

Zručnosti

Google AdSense - Pokročilý, Google Analytics - Pokročilý, IBM lotus notes - Pokročilý, Microsoft Excel - Pokročilý, Microsoft Outlook - Pokročilý, Microsoft Power point - Pokročilý, Microsoft Word - Pokročilý, MySQL - Pokročilý, WordPress - Pokročilý

Pracovné skúsenosti / Work experiences

07/2019 – Present

Marketing Coordinator – part time work

Zameranie spoločnosti:

Company, provides services in the fields of travel, hotels, catering, conference tourism and golf stays

- » Plan and oversee the implementation of digital marketing strategies across multiple channels
- » Create business reports on traffic, conversions, sales and other online customer behavior metrics
- » Manage performance and marketing spend across platforms like Google Ad, Facebook, Mail Chimp

01/2018 – present

Marketing Coordinator – part time work

Zameranie spoločnosti:

Wholesale of other intermediate products

– Sales of stainless materials, manufacturing technologies for water treatment, power and food industry in Slovakia and surrounding countries - Plan and oversee the implementation of digital marketing strategies across multiple channels - Create business reports on traffic, conversions, sales and other online customer behavior metrics - Manage performance and marketing spend across platforms like Google Ad, LinkedIn, Mail Chimp

August 2002 – Present

Head of Marketing

Zameranie spoločnosti:

Steel tube manufacturer

- » The leading precision tube supplier in Central Europe
- » Plan and oversee the implementation of digital marketing strategies across multiple channels
- » Create business reports on traffic, conversions, sales and other online customer behaviour metrics
- » Manage performance and marketing spend across platforms like Google Ad, Facebook, LinkedIn, Mail Chimp
- » Analyse performance of marketing campaigns in relation to their goals and implement optimisation tactics
- » Collect data and prepare external analyze of the company marketing plan.
- » Manage and coordinate the company activities in the field of marketing communication - offline,

- » Plan, carry out and summarize company market research,
- » Manage and coordinate: company web sites (more than 15 corporate web sites, client zone)
- » Manage and coordinate the company marketing plan
- » Transfer pricing documentation (since 2011)
- » Evaluation of customer satisfaction (data collecting, analysing and reporting)

09/ 2012 - 08/2017

Marketing Coordinator – part time work

Zameranie spoločnosti:

Football club

- » Football club, that time first league participant
- » Plan and oversee the implementation of digital marketing strategies across multiple channels
- » Create business reports on traffic, conversions, sales and other online customer behavior metrics
- » Manage performance and marketing spend across platforms like Facebook, Youtube

Vzdelanie / Education

1991 – 1996

Metallurgy Faculty

Philosophiae doctor (abbr. Ph.D.) Thesis Micro cleanliness of con-cast steel blooms and slabs produced with different technologies

1987 – 1991

Metallurgy Faculty

Master degree (abbr. Ing.- engineer) Thesis Steel desulphurization and modification of non-metallic inclusions by FeCaSi

2009 – 2020

Other skills: **Itlearning SEO optimisation, Copywriting, Internet marketing, Workshops HN – Internet marketing from A to Z Conference on recent trends in digital marketing, Marketing Festival – Brno, Prag (2020, 2019, 2017, 2016, 2015) Conference on recen**

2000 – 2002

Course: **All marketing skills: Segmentation, Positioning, Marketing mix, Marketing planning, Buyer behaviour, Market research, Product decisions, Service decisions, Integrated marketing communication, Distribution decisions, Diploma CIMA A, B**