

Marketing Manager / Specialist

Uchádzača overíme na vašu žiadosť

Očakávaná mzda: **2 100 €**

Cena: **2 520 € bez DPH**

Preferovaná pracovná pozícia

Marketingový manažér

Marketingový pracovník

Marketingový špecialista

Preferovaná lokalita

Bratislava

Jazyky

Slovensky - Expert (C2)

Anglicky - Pokročilý (C1)

Česky - Pokročilý (C1)

Zručnosti

Adobe Photoshop - Základy, Google AdWords - Pokročilý, Google Analytics - Pokročilý, WordPress - Pokročilý, Microsoft Office - Pokročilý

Pracovné skúsenosti / Work experiences

2017-2019

Marketing Manager / Specialist

Zameranie spoločnosti:

Data processing, providing server space on the Internet and related services

- » responsibility for marketing activities within SK, CZ, HU markets
- » management of all communication and marketing activities in collaboration with other departments (outsourcing from headquarters based in Poland) and external agencies
- » main focus on organic and paid channels
- » social network administration (creating editorial plan, adding posts, communicating with customers, creating campaigns)
- » company presentation at domestic and foreign events
- » company blog creation and management (Wordpress)
- » weekly reporting to superiors and suggesting further procedures
- » managing budget for marketing activities in collaboration with regional director
- » communication in English on a daily basis

2015-2017

Marketing Manager

Zameranie spoločnosti:

Retail sale of computers, peripheral units and software in specialized stores

- » online promotion
- » managing marketing activities in collaboration with external agencies
- » creating SEO-friendly website (editing texts, linkbuilding, editing titles, H1, H2, etc.)
- » social network administration (creating editorial plan, adding posts, communicating with customers, creating campaigns)
- » PPC campaign management (AdWords, Facebook)
- » newsletter creation (Mailchimp, Mailstyler)
- » company blog management (Wordpress)
- » participation at domestic and foreign exhibitions and conferences to get contacts and find new business opportunities

2015-2017

Marketing Manager

Zameranie spoločnosti:

Computer programming

-promotion of the company in Slovakia and foreign markets -event preparation (conferences, exhibitions, workshops, ...) -company PR (press releases, press meeting, communication with PR agency) -marketing warehouse management (promotional materials) - KPI reporting -cooperation with IT and graphics department

2014-2015

Consultant

Zameranie spoločnosti:

Business and management consultancy services / Computer programming

- » foreign markets research
- » data collection for senior management
- » analysis of reports

2012-2013

Administration

Zameranie spoločnosti:

Other cleaning activities / Other postal services and services

- » administration
- » use of MS Word and MS Excel

2009-2010

Event Manager / Co-founder

Zameranie spoločnosti:

Student organization

- » organization of music events for students in Bratislava clubs

Vzdelanie / Education

2009-2014

Faculty of Mass media and marketing communication

2000-2009

2011

Course: **English for mass media and marketing communication**

2007

Course: **summer Language course**

Unspecified

Certificates: **Google Analytics for begginers, Google Analytics for advanced, Social media, Google Adwords for begginers, Google Adwords for advanced, SEO for begginers, SEO for advanced (advanced SEO strategies and practices), How to do email marketing**

Other skills

Skills: **Google Refine, Facebook Ads Manager, Facebook Power editor, Mailchimp, Mailstyler, Facebook Power editor, Final Cut, Logic Studio, Canva, Prezi**