

Marketing Communication & PR,

Brand Management, Business Development

Anna Životopisná

AŽ

Experienced, highly organized and diplomatic professional and business partner in marketing and PR.

I can bring new viewpoints and innovative ideas, and I can also draw up a plan for how to implement each step. I am looking for solutions to take brands to a higher level with the goal of maximum organic impact.

* Excellent representation, negotiation skills and language skills.
* Experience in strategic and project management and team leadership.
* Building relationships with the media, appearance at public events.
* Writing press releases, expert opinions and product PR.
* Experience in the international field and knowledge of foreign markets.
* Ability to find a simple solution to a complex problem.

WORK EXPERIENCE

**Communications Manager**

Název firmy s.r.o. // 2021 – present

* Responsibility for complex digital communication for the Czech Republic (web activities, content marketing, editorial and publication plans, preparation of social networking campaigns) with a focus on sustainability, innovation and digitization
* Internal communication management: (Inside +, news, global communications, employee campaigns, CSR activities/campaigns, internal online meetings, crisis communication during a pandemic)
* Preparation of communication strategy + coordination of external agencies
* Refresh of social networks: redefining target groups and new directions, spreading new channels (Twitter, Youtube channel, ABBcast content podcasts)
* HR marketing and employer branding

**International Marketing Manager**

Název firmy s.r.o. // 2021

* Key role in the global environment, responsibility for the markets: (Slovakia, Netherlands, Poland, Romania and Bulgaria)
* Creation of marketing and PR strategies to strengthen the brand and develop new business opportunities abroad
* Compilation of detailed analysis of individual markets and monitoring of competition
* Setting communication goals and pillars (facility management expert, international company, innovation and technology, trusted player in the market)

CONTACT

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Prague

EDUCATION

University of Economics and Management in Prague

Field of study: Company Management

Specialization: International Marketing

2014 - 2017

University of Economics in Prague

Subject: Business Economics and Management

2001 - 2004

CHARACTERISTICS AND SKILLS

Presentation of the company in public space

Management of international teams

Project & brand management

Marketing of premium brands

Crisis management

Critical thinking



**Marketing Manager**

Název firmy s.r.o. // 2018 - 2020

* Complete responsibility for the design of the marketing concept + subsequent two-year implementation
* Analysis and design of new company websites (elaboration of structure, definition of vision and values, unification of style), HR marketing and Virtual Reality
* Preparation and defence of annual plans, setting budgets and forecasts (including estimates and guarantees) to the management committee of the company
* PR on the Czech market and abroad, deputy to a Press Secretary
* Overall streamlining of internal and external communication
* Development and implementation of communication tools, streamlining the brand communication strategy on social networks (FB, IG, LinkedIn, Twitter)
* Participation in exhibitions and fairs, including speeches and company presentations
* Responsibility for sponsorship/promotional events with social responsibility
* Coordination of external agencies and cooperation with media and influencers

Strong analytical skills and logical reasoning

Performance and efficiency

Leadership

Agile approach

Working in a multicultural environment

Positive attitude

Rapid adaptation to changes

Clear and straightforward communication

Upgrading skills

Workload management

LANGUAGES

Czech C2 Native speaker

English B2

German A2

OTHERS

Windows, iOS

MS Office, sap, inDesign

Driving license group B

Willingness to travel

INTERESTS

Design

Marketing

Current events

Travelling anywhere in the world

Yoga

Figure skating