

TEREZA ŽIVOTOPISNÁ

MARKETING, BRAND MANAGEMENT, CREATIVITY, DESIGN, PROJECT MANAGEMENT, PR



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*„I am an enthusiastic creative person who takes to the environment of business and marketing like a duck to water. I am able to bring new and innovative ideas. In the course of my work I have demonstrated that I can successfully finish even the most complicated projects. I solve tasks in a conceptual and logical way, taking into consideration the whole task.*

*During my career, I have gained experience in the areas of marketing, brand management, business development and key account management, all of these on an international level.*

*I like to work in a dynamic environment, the work represents for me a way of self-realization and my enthusiasm for work is contagious. “*

SKILLS

* Excellent representational and negotiating skills
* Enthusiasm for online marketing and brand management
* Creative spirit, sense of design and head full of ideas
* Experience with strategic and project management and team leadership
* Proactive solving of potential risks and problems
* Experience in the international sector and knowledge of foreign markets
* Entrepreneurial approach and business intuition

WORK EXPERIENCE

 Název firmy s.r.o. I 2018 - present

**Marketing & Project Manager**

* Creation of marketing and PR activities for raising awareness of the brand and searching for new business opportunities
* Observation of current trends, customer behaviour and monitoring of competition

Název firmy s.r.o. I 2000 - 2018

**Marketing & Key Account Manager** 2008 - 2018

* Creation of communication strategy of the brand, responsibility for brand management and PR activities
* Management of marketing budget and responsibility for the development and fulfilment of business goals of the company
* Content marketing: newsletter for beginners, internal memo for employees, recording of videos, taking photographs of hairstyle collections, administration of social networks and web pages
* Event management (hairdressing competitions, participation in international trade fairs)
* Responsible for key business partners, realization of partner cooperation and media communication

**Brand Manager CZ/SK/HU/PL** 2002 - 2007

* Complete responsibility for marketing activities and strategic development of the brand in entrusted markets
* Competition analysis of entrusted markets, personalization of marketing campaigns for individual markets
* Launch/relaunch of the brand, realization of hairdressing competitions, design of graphic and promotional materials

**Brand Manager** 2000 - 2002

* Responsibility for marketing activities and strategic development of entrusted concepts

**Marketing Assistant** 2000

REMOTE, COOPERATION and VOLUNTARY ACTIVITY

2020 **Creation of marketing and communication strategy** in the online environment for Company name, non-profit association of architects, suppliers and building companies

2010 External cooperation with the advertising agency XY, a.s., **Key Account Manager & Marketing Specialist**

2009 Název firmy s.r.o. **launch of the professional hair cosmetics Paul Mitchell to the Czech market**

EDUCATION

2011 - 2013 Executive MBA, LIGS University, Prague, field: Marketing and Communication

2009 Converse International School of Languages, USA

OTHER SKILLS and ABILITIES

# Administration of social networks Facebook/Instagram

# Copywriting & creation of content

# Moderating communication with users

# SEO

# Linkbuilding

# Google Analytics

# Google Ads

# Business Manager

# E-mailing

# Photoshop

# English B2, Czech C2

# Windows, iOS

# MS Office

# Driving licence

INTERESTS

Design, culture, boxing, skiing, MTB, yoga, traveling, books