

ABOUT ME

As a dedicated marketing professional, I bring to the table a genuine passion for creative problem-solving and a relentless commitment to achieving results. My approach to marketing is not just about skills and techniques, but about understanding the core values of a business and its customers. I thrive on collaboration and believe in the power of effective teamwork to drive innovation.

Core Skills

- Expertise in email marketing, including email design, segmentation, and the development of nurture campaigns
- Supporting the execution and delivery of emails in marketing automation platforms like Eloqua and Pardot
- Organizing and overseeing email marketing projects from concept to completion
- Conducting A/B tests to improve click-through rates and conversion rates

EXPERIENCE

Siemens Digital Industries

Email Marketing Specialist | April 2023 - Present

- Continuously expanding our email marketing strategy for new customer acquisition and customer retention
- Implementing automated and triggered email campaigns
- Tracking KPIs and success metrics to measure the impact of new initiatives
- Developing segmentation and communication strategies for individual customer targeting

Kline CZ, s.r.o.

Marketing Executive | June 2022 - April 2023

- Successful track record in driving brand performance and lead generation through e-mail marketing initiatives
- Developed targeted email marketing strategies across various industries including energy, consumer, chemicals, and agrochemicals

Marketing Coordinator | June 2020 - June 2022

- Built email marketing campaigns, created and updated marketing materials, published content via Wordpress, and helped promote the business on LinkedIn

CERTIFICATES

[Attract and Engage Customers with Digital Marketing](#)

Google Career Certificates
Issued August 2023

[Foundations of Digital Marketing and E-commerce](#)

Google Career Certificates
Issued July 2023

[Introduction to Digital Transformation](#)

Siemens Digital Industries
Issued June 2023

EDUCATION

Bachelor of International Business

Prague University of Economics and Business
June 2020

U.S. High School Diploma

Benjamin Franklin High School
New Orleans, LA, USA
May 2017

HOBBIES

Reading

Cooking

Traveling

Blogging

Learning how to invest