



Tereza Hajna

Digital Marketing & Social media

<http://www.doyoubuzz.com/tereza-hajna>

- 28 years old
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I love to laugh and make people happy. I enjoy my work. I like days that bring good ideas. I'm not afraid of challenges. Owner of www.vonaveauto.cz. Gestalt coach. HUB member. Social media lover.

Experience

Digital Strategist | Central Europe

IBM • Prague (Czech Republic) • Full-time • Since April 2015

- ▶ Driving global digital marketing concepts in local market (Czech republic + Slovakia)
- ▶ Planning, executing, evaluating and optimizing the ideal drive-to tactics
- ▶ Managing social media listening in close cooperation with Social Media Specialist
- ▶ Designing website content



Digital Marketing Manager

IBM • Prague (Czech Republic) • Full-time • April 2014 - April 2015

- ▶ Strategic planning, management and optimization of digital marketing activities of IBM CZ
- ▶ Close cooperation with the marketing team on planning and execution of digital marketing tactics as part of complex campaigns (e-mailings, nurturing e-mails, SEO/SEM, display advertising, social media, etc.)
- ▶ Management of social media channels owned by IBM CZ
- ▶ Cooperation with the web production teams who ensure the updates



Coach, consultant, marketing professional

Freelancer • Prague (Czech Republic) • April 2012 - April 2014

- ▶ Website creation (HTML, WordPress)
- ▶ Personal and life coaching
- ▶ Promotional materials creation
- ▶ Facebook pages management, social media campaigns
- ▶ Managing own projects: ice-cream business www.chuchelskazmrzlina.cz, e-shop www.vonaveauto.cz

Marketing Manager

Tremco illbruck • Prague (Czech Republic) • Full-time • April 2009 - April 2011

- ▶ Co-creation of competitive strategy with CEO
- ▶ Support sales activities (PR, online campaigns, trade fairs ...)
- ▶ Customer care issues (customer satisfaction surveys, customer events ...)
- ▶ Product launching, implementation / localization of international concepts
- ▶ Website management



Marketing | Business Development Assistant

Tremco illbruck • Prague (Czech Republic) • Part-time • February 2007 - March 2009

- ▶ Client database creation and customer satisfaction surveys
- ▶ Designing and managing gifts for clients
- ▶ Designing and creating of promotional materials and technical data sheets



Education

Bachelor

Masaryk University • 2007 - 2011

- ▶ Media studies & Journalism

Skills

Languages

- ▶ Czech ★★★★★
- ▶ English ★★★★★

Personal skills

- ▶ Structured and holistic approach
- ▶ Great communication skills
- ▶ Goal oriented

Software & PC skills

- ▶ Adobe Creative Suite ★★★★★
- ▶ HTML + Wordpress ★★★★★
- ▶ MS Office ★★★★★
- ▶ Prestashop ★★★★★

Interests

My values

- ▶ I would like to remain focused on digital marketing, because it brings something new almost everyday. I want my work to make sense and bring results. I would love to work for & with people who know what they want and who to rely on. I want to learn, put new ideas into practice and see how they work. I want to improve my skills and so improve the company I work for. I don't want to work with people who are dogmatic and inflexible.

I love

- ▶ sport (TRX, cycling, skiing)
- ▶ going out (for a great meal, drink or a walk)
- ▶ cooking and baking
- ▶ reading - on vacation only :(