



Ivona Dvoranová Pitterová 13, 13000 Praha 3, 735 060 333

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Education

CZECHITAS – Data academy	10/2018 – 12/2018
- Intensive IT training focused on data analysis – SQL, Python, Keboola, Power BI, Tableau	
CZECH TECHNICAL UNIVERSITY, Prague, CZ	
Master’s study: The Management of Development Projects	2016 – 2018
- Major in Process Management; Top 10% in the academic year	
Bachelor’s study: Management and Economy of an Industrial Enterprise	2013 – 2016
- Average school results: 1,3; Top 10% in the academic year	

Work Experience

Google, Prague, Czech Republic	12/2019 – present
Analytical Consultant	
- Provides insights to the business through analysis of revenue and sales activity data to drive and effectiveness of our sales teams	
- Analyzes large amounts of data and seek opportunities to help clients maximize their online potential and meet their objectives	
- Responsible for operations, business planning and reporting within the region consisting of CZ, SK, HU & RO	
ROI Hunter, Prague, Czech Republic	6/2018 – 11/2019
Business Operations Analyst	
- Analyzes market data to help the commercial team prioritize opportunities and shape the go to market strategy	
- Creates sales and marketing reports, analyses pipelines to evaluate performance, identifies issues and suggest improvements	
- Works closely with ROI Hunter management and investors on business planning and performance reviews	
ROI Hunter, Prague, Czech Republic	6/2018 – present
Business Operations Analyst	
- Analyzes market data to help the commercial team prioritize opportunities and shape the go to market strategy	
- Creates sales and marketing reports, analyses pipelines to evaluate performance, identifies issues and suggest improvements	
- Works closely with ROI Hunter management and investors on business planning and performance reviews	
Nespresso, Prague, Czech Republic	6/2017 – 03/2018
Digital Marketing & E-Commerce Trainee	
- Reports localizes and tests mobile app for a new market launch into Slovakia	
- Coordinates agency and creates content for a new microsite for film festival campaign KVIFF Nespresso	
- Administers and co-creates PPC ads for slovak market, applies skills from Sklik certified training	
L’Oréal, Prague, Czech Republic	4/2016 – 10/2016
Marketing Intern	
- Reports on brand performance, launches products monthly, ensures supply chain delivers campaigns, maintains POS database	
- With external agencies prepares materials and logistics for monthly 2-day long conferences for 30 sales reps from CZ-SK-HU	
- Leads process improvements, designed workflow templates and checklists resulting in reduction of late deliverables by 50%	
Ernst & Young, Prague, Czech Republic	7/2015 – 3/2016
IT Audit Assistant	
- Controls clients’ top 30 risky banking systems, performs testing and evaluations of process control effectivity and security	
- Processing internal documentation (tests results, processes and control descriptions)	
- Personally selected and mentored by ITRA Lead Partner as the only student from CVUT in 2015 and the youngest one to date	

Skills and Interests

IT skills: Advanced: MS Office, DataStudio, SQL, Keboola, Power BI, Tableau, HubSpot Basic: Python, Google Analytics, SAP, Bizzagi, Dia, html	
LANGUAGES: Native: Slovak; Advanced: Czech, English; Pre-Intermediate: German	
CERTIFICATES: The Six Sigma Yellow Belt certification, Junior PPC Specialist; Driving License Category B	
Sklik students campaign –student competiton in digital marketing	1/2017 – 5/2017
- Creates PPC campaigns for a fashion brand, optimises settings daily, increased CTR by 80% and sales by 40%	
Club 307- Management consulting students club alumni,	2015 – 2016
- Provides a platform for skills development, case solving and networking with partner firms (BCG, ATK, Roland Berger)	
Volleyball: youth volleyball club, player	2004 – 2013
- Beach volleyball: Slovak Vice champion U19 2011, volleyball: Vice champion U18 2010, 3 rd place U18 2009	
VOLUNTEERING:	
Inex Slovakia, Puglia, IT: Organized free time activities for children with mental disability	7/2013 – 8/2013
Para Day, Coorganizator, Žilina, SK, Breaking barriers between healthy children and children with disability	2010 – 2012
Comenius projects: : “Together to European’s peaks” “Sport without borders” SK, CZ, PL, DE	2008 - 2012
INTERESTS: cooking, collecting cooking books, volleyball, travelling, , cross country skiing, snowboarding, jogging, badminton	