

Work experience

Associate Product Marketing Manager for Czech Republic & Slovakia at Google **Sep-16 to present**
Managing SMB B2B Direct channels and Digital Garage in CZ/SK/HU

Google Partners Coordinator for Czech Republic **Jan-15 to Sep- 16**
SMB B2B marketing program strategy and management for CZ market, coordination of SK, HU and Baltics (since Nov'15) markets and cross-functional team of 15 people, driving "Develop pillar" across CEE.

- Launch of 3 new agency programs with transparent CZ/SK market segmentation to double the revenue growth
- Acquisition campaign: resulting in 20% QoQ Google Partners and 34% QoQ new company increase (most in CEE)
- Driving education & biz at scale: complex yearly onboarding program including 53 product, sales and seasonal webinars (15k views by now) for ~200 new CZ/SK agencies, 1000 individuals combined with challenges, campaigns and business support resulted into CZ/SK becoming global leader at # of trained people.
- Organizing of CEE Google Agency day: biggest annual CEE conference for ~400 CEOs of SEM & Media agency representatives from 23 countries .

Google Engage / Partners Coordinator for Slovakia at Google **Apr-13 to Jan- 15**
Managing SMB B2B marketing program and strategy, coordination of cross-functional team (11 people), driving various SMB acquisitions channels in order to:

- Accelerate business growth
 - Launch of Google Partners program for CZ/SK, replacing previous programs and positioning it as "one Google" agency program, with 81% members base increase.
 - Partners became the key acquisition channel (from 35% to 54% revenue share), growing 275% in revenue, 183% in acquisitions between Q1'13 & Q1'15 (Q1'15 ~65 % YoY growth, 100+% of target)
 - Sales Challenge: 70% revenue increase in 4 weeks bringing 125% reach of revenue target (110% YoY) & 155% in acquisitions target (140% YoY) and Spirit of Summer campaign: 15% Q revenue share.
- Onboard and educate Google Partners
 - Onboarding of 18 Google Certified Trainers: resulting in 132 trainings for ~5000+ people in H2'14.
 - Launch of Partner Academies, bringing SK the highest growth of badged partners in CEE (4x YoY). CZ showing highest share of badged Partners in CEE (among top 5 in the world).
 - Launch of "Learn with Engage/Partners" educational in person and online (1800+ participants) series.
- Connect & build complex online ecosystem
 - CZ/SK Agency Days – annual conference bringing together 160 agency C-levels.
 - Engage/Partners for NGOs – connecting agencies and NGOs, resulted in TOP 10 SK NGOs being managed by Partner agencies (focus on Google Grants).
 - Student Academy & Online club: 10 workshops, 6 trainings, 3 public lessons (~500 people) resulting in 15 internship in Partners agencies.

Industry Analyst Intern for Slovakia at Google **Sep-12 to Apr- 13**
Developing integrated, data-based business strategies and presentations for top Google clients.

- Client presentations, weekly business reports, quarterly business reviews and planning to aid our team in reaching ~120% YoY growth in Q4'12 (3rd fastest LCS growth worldwide in Q4'12)
- 20% projects (presented in SEEMEA best practice): Team barometer (implemented in CZ/SK), Office re-design (awarded as the most "googley" small office in the world), Screening test (used by hiring for SK office)

Intern at Slovak Permanent Mission at United Nations, United States **Apr-12 to May- 12**

Part of President's team at the United Nations Economic and Social Fund (ECOSOC) with a focus on world's economical, political and social issues on sustainable development, participation on meetings for the Rio +20 Conference on sustainable development.

- Analytical monitoring and assessing of outcomes of the high-level conferences and meetings of the UN Great Assembly, Security Council and ECOSOC
- Preparation of background papers for coordination of meetings with representatives of UN and other relevant bodies

Recruitment Trainee – HR for EMEA Region at DELL s.r.o.**Mar-11 to Aug- 12**

Daily search, screening, interviewing and selection of candidates, supporting recruitment process for EMEA.

- Contribution to more than 150 hired employees for sales, marketing & technical department in CEE
- Best results in hiring initiative (most organized interviews and successful hires in summer '11).
- Lead of volume team, buddy for screeners, participation on job fairs or other projects (NDK, Join Dell Today)

Development Internship, Team-leade, AIESEC Jaipur, India**Jun-10 to Aug- 10**

Fundraising, PR, marketing and social entrepreneurship for Project "Creations"

- International team (30 people/11 nations). Cooperation with Indian enterprises & NGOs, press releases for newspaper, TV appearances, closing conference for business partners, public art exhibition about the project.

Project Manager at EasyLink Business Services**Feb-10 to Jul-****10**

Strategic market research, international trade, market-entry consultancy, investment/sourcing opportunities.

- Launch of cooperation with some governmental organizations and private investors (Austrian Chamber of Commerce, Vienna Gate, etc.) projects with business partners from Central & Eastern Europe.

Customer Service Representative at Competence Call Center s.r.o – tele.ring Austria**Jul-09 to Dec-09**

Solving software & hardware issues, consultancy and prolongation of client's contracts.

- Winner of "best seller" competition, regular best ratings (most calls/hour, good references from customers).

Sales Team Leader and Vice-president at AIESEC Comenius University**Sep-08 to May-11**

Financial planning, budgeting, accounting, auditing, legislation, financial sustainability.

- Vice – President for Finance (05/2009 – 05/2010), best audit results '09/'10 in SR, award - best AIESECer'10 in SR (over 400 members), part of Executive Board (leading of ~70 people), Member of Consulting & Sales Team (Sep-08-May-09) Mentoring ('09-present)

SIEMENS Slovakia and Austria**Jul-04 to Jun-08**

Administrative support for financial department

- Work with SAP (01/2008 – 06/2008), **Administrative support for PSE CVD CCC, Vienna, AT** (summer '05) and **Administrative support for TC** (summer '04)

Education**COMENIUS UNIVERSITY FACULTY OF MANAGEMENT, Slovakia****Sep-08 to Aug-13***International management* (in German language) – Bachelor in 2011, Master in 2013 Scholarship for GPA 1.0 ('09-'13) – recognized as top students of the faculty, Cum Laude graduation**UNIVERSITAT DE VALÈNCIA, Spain** - International management, Erasmus, (scholarship) 09/'10 – 01/'11,**VIENNA UNIVERSITY OF ECONOMICS AND BUSINESS ADMINISTRATION, AUSTRIA***International Business, Economics and Social Sciences* (Exchange, 10/'07 – 6/'08)**Community**Rwanda orphanage volunteering (12/'13-01/'14) Voluntary work for *Hospital St. Elisabeth – oncology* (03/'11-05/'13, *International Youth Week - Centennial Homestay* (Taiwan, summer '11), *Volunteer in slums & orphanages* (India, summer '10) Volunteer in *Camp Nadeshda* (Belarus, summer '09), *Covenant Harbor Bible Camp & Retail Center* (USA, summer '08)**Personal***Sports*: high school representation (athletics 3.place, 600m running – 1.place, etc.) scuba diving (certificate Australia), CSOB city marathon participation ('09, '10, '12)*Music*: international piano competition Amadeus (Brno, '97 – 7.place), music school (1996-2003), member of Bratislava's main children choir (performances in Slovakia and abroad (e.g.Paris))*Traveling*: visited ~50 countries, work or study experience from 4 continents*Other competitions*: UNESCO Slovak competition (1.place '04, 3.place '03, 3.place'02), KMPG International Case Competition (winner team of university '11), Environmental European project (05-11'04), math and physics competitions (various awards and school representation), articles for school newspaper**Languages****English** (Certificate of Advanced English, Sydney), **German** (Deutsches Sprachdiplom, C1), **Spanisch** (Certificado de la Universitat de València), **Slovak** (native)