

Curriculum vitae – Petr Doupal

Creative Project Manager & Consultant in Digital, Social and Online Media, Marketing and Public Relations, Events, Information Technologies

Title, first and last name: Ing. Petr Doupal
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EDUCATION

University of Economics • Prague, Czech Republic • 2010-2013

Master's degree: Ing. title ~ M.Sc. Major: Information Systems and Technologies
Minor: Media

University of Economics • Prague, Czech Republic • 2006-2010

Bachelor's degree: Bc. title Major: Business Information Systems

Mendel Grammar School • Opava, Czech Republic • 2002-2006

Graduation Major: General studies

WORK EXPERIENCE

Creative, Media, PR and Events field

Project manager • Etnetera Motion s.r.o., Prague, CZ • Jan 2016 - Present

Digital/online/social media specialist in creative digital agency

My role: Project manager, producer, consultant, analyst, specialist, idea maker

Clients: ŠKODA AUTO, Staropramen, Eucerin, Nivea, O2

Account • PRAM Consulting s.r.o., Prague, CZ • Dec 2014 – April 2016

PR and marketing professional, focused on digital media in TV and IT sector

My role: All-round account taking care of all following activities and more

Keywords: strategic communication, media relations, public relations, press office, media monitoring, analytics, social media, websites creation, advertising, publications, copywriting.

Clients: FilmBox (SPI), Astra (SES), Skylink (M7 Group), Philips TV (TP Vision), Veeam

Company's clients: Ericsson, Mio, Lasvit, Sophos, Microsoft, RedHat...

Tour Manager • RedHead Music, Prague, CZ • October 2013 – August 2015

Tour Manager for awarded popular music artists Adam Mišík (Óčko Best New Artist, Evropa 2 Best New Artist, Český slavík Best New Artist), **Voxel** (Óčko Best New Artist, Český slavík Internet Star), **Johny Machette** (YouTube Most Viewed, Český slavík Internet Star, Melty Future Award) and **Martin Harich** with combined number of 300 000 Facebook fans. RedHead Music is independent music label/entertainment agency, partnered with Warner Music.

My role: 360° on-tour production management with accompanied digital activities

Keywords: planning, scheduling, organizing, billing, budgeting, transportation, hospitality rider enforcing, technical rider supervision, artist support, stage management, tickets and wristbands supervision, security, meet and greet, merchandise, photo/videography, press coordination, sponsor deal fulfillment, Facebook planning, posting and supervision incl. sponsored ads and targeting.

Project Manager • Prague Bistro s.r.o., Prague, CZ • May – July 2014

Project manager (account) in creative user experience agency

My role: I covered projects from the start to the end, that includes pitching, participation in tenders, specification creation, time and budget planning, communication with client and internal team of coders, programmers and graphic artists, progress checking, operative management, acceptance process, billing etc.

Keywords: digital media, on-line marketing, campaigns, internet presence, websites, microsites, e-commerce portals, user experience, social marketing, user interface, web design, corporate design, banners, visuals.

Clients: Google, Olympus, Rockaway, Sazka, Heureka, Sunar, 4Pure, Koloniál, ...

Company's clients: Vodafone, Igunum, Leo Express, Dobrá voda, ...

Copywriter, consultant • Mobil Pohotovost, Prague, CZ • Feb 2014 – present

Occasional external copywriter and online marketing consultant for largest cellphone seller in CZ

External Contributor • Etnetera Vision, Prague, CZ • March 2014 - May 2015

Occasional external contributor to **ŠKODA AUTO a.s. corporate identity** activities, e.g. internal materials creation, photo-shoot for dealers' guide, video shoot for Mystery Shopping presentation, Mood Film. Circulation amongst thousands of worldwide employees.

Online Content Creator • WDF s.r.o., Prague, CZ • Feb – May 2014

Content creator for website and Facebook of major Czech Mercedes-Benz dealer

Creating texts for the whole website (models, services, videos, tech glossary, history) included copywriting and translating. Image editing. CMS. Testing.

Creating content plan for Facebook and posting 25+ posts per month.

Editor • musicserver.cz • October 2008 – Present

Journalist, Reporter, Redactor, Critic, Columnist, Editor, Social Media Editor

My role: Writing news stories, reviews, reports, interviews, features and columns on music, editing and publishing articles on the web and Facebook.

Event organizer • Peak Digital (self-employed) • December 2003 – Present

More than a decade of experience in event production and organizing, above all concerts, corporate events, club parties, balls, weddings, colleague/classmates gatherings, student parties and special venues events.

My role: organizer/client/agency person, but also journalist/attendee

Keywords: pre-production, planning, management, production, advertising, booking, financing, sponsorship deals, inviting, posters posting, ticket printing, social media profiles administration, organizing, on-site management, presenting, technical supervising, DJing, logistics, accommodation.

Receptionist • Buddha-Bar Hotel Prague, CZ • December 2009 – Jan 2013

Receptionist at lounge bar/restaurant of ***** Buddha-Bar Hotel Prague. **Welcome/host service, events organization** (parties, corporate events, fashion shows, conferences).

IT field

SAP Consultant • MERIIS, s.r.o., Prague, CZ • March 2013 – December 2013

SAP consultant at MERIIS Business Consulting specialized in SAP Solution Manager.

Technical consultant – I specified the system according to the customers' need, communicated between the customer and our technical consultants.

Project manager – I managed number of projects or was part of the project team, and coordinated preparations for future projects.

Pre-sales engineer – I created or participated in writing of a large number of business proposals for enquiries, and created many project propositions, documents and manuals.
PR person – I updated company's website with news and articles, organized workshops.
Clients: ŠKODA AUTO, ČEZ, RWE, PRE, HP, DPP, Česká pojišťovna, Český rozhlas, ...

SAP Intern • ŠKODA AUTO a.s., Mladá Boleslav, CZ • April 2012 – Feb 2013

Internship at SAP Customer Center of Excellence at ŠKODA AUTO a.s. in Mladá Boleslav. I got to know how different SAP departments works and created thesis for master degree at University of Economics "Creation of adaptation concept for new employees with system organizer position on SAP environment in ŠKODA AUTO a.s.". I also participated in ŠKODA brand events.

IT Trainee • SAINT-GOBAIN BD CZ, a.s., Rudná u Prahy, CZ • Jun-Aug 2008

IT department internship - installing hardware and software, backuping, user support with Windows, Office, copying, printing, software etc. On-site support in Rudná, remote support from Rudná, multiple trips to other sites in Czech Republic.
My fundamental knowledge of SAP comes from this placement. I later created bachelor thesis "Project of implementation of SAP in a specific company".

IT and PR Manager • STUDIO 58 s.r.o., Opava, CZ • January 2002 – Present

Manager of IT and PR – creation of information technologies and public relations concept that supports running business of Czech-based private company that operates in two sectors: hospitality (apartment hotel) and architecture studio.
Administration of HW (desktops, notebooks, networking, data storage, printers, photographic equipment), SW (Windows 10, Office 365, AutoCAD 2016, ...), website, e-mails, on-site and remote user support.
PR representative and administrator of social media pages/profiles: Facebook, Foursquare, LinkedIn, TripAdvisor, Booking.com. Guest satisfaction score on Booking.com: 9.0.

CERTIFICATES, LICENSES AND OTHER SKILLS

PMI CAPM – Certified Associate in Project Management
PR Professional – Certified by APRA (Czech association of PR Agencies)
SAP Certified Technology Associate – Change Control Management for SAP Solution Manager

Language skills:

Czech – native language

English – fluent, daily professional written and verbal use

German – able to communicate

Business license: active permit to carry business in all related fields

Driving license: category B (automobiles) and A (unrestricted motorcycles)

Software: Microsoft Windows 10, Office 2016/365, SharePoint, Lync, Project, Visio; Apple iOS, OS X, Project/Time/Budget Management apps (Basecamp, Costlocker, Toggl, Marktime etc.), analytics apps (Zoomsphere, Yeseter, Socialbakers etc.), PowerDesigner, SAP incl. admin/support/management tools, Corel Paint Shop Pro, Adobe PhotoShop and Premiere, Pinnacle Studio, ACDSee, TeamViewer, consumer multimedia applications, Grand Theft Auto