

# Curriculum vitae – Petr Doupal

## Creative Project Manager and Marketing Specialist

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

**University of Economics • Prague, Czech Republic • 09/2006 - 02/2013**

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

## WORK EXPERIENCE

### Marketing Field

***Social Media Manager for Hyundai CZ and ŠKODA Motorsport • Autentic Media s.r.o., Prague, CZ • 05/2020 - present***

Manager in charge of **all social channels (FB, IG, TW, LI, TikTok)**, publishing **600+ pieces of content** per month. Marketing and content strategy creation, posts development, community management, ads, analytics, reporting, dedicated activation campaigns connected to other channels. In direct daily contact with marketing manager of Hyundai CZ and ŠKODA Motorsport. 2022 stats: 190 000 000 impressions, 2 500 000 likes.

***Marketing/Communications Manager in Global E-Commerce • Automobilist s.r.o., Prague, CZ • 01/2019 - 12/2019***

Automobilist create unique automotive artworks and design posters with likes of Lewis Hamilton or Michael Schumacher and sells them in a global e-commerce/content platform. Marketing/Communications Manager is in charge of **marketing, content, brand and advertising strategy and all B2C communications**: website (e-shop), magazine, social media, ads, newsletters, media and PR, influencers, retailers, customer service. Together with sales manager, we **successfully created and implemented marketing-sales-e-commerce plan and exceeded given growth KPIs**. Highlights: co-op with Formula 1.

***Project manager for ŠKODA AUTO, Pepsi, Staropramen, Vodafone... • Etnetera Motion s.r.o., Prague, CZ • 01/2016 - 02/2019***

**Project manager, digital specialist, producer, consultant, analyst, idea maker in creative digital agency.**

**Usual project:** €10-100K content website, €5-10K online campaign hero video, €2-10K online campaign, €2K event activation, €5-20K top management media presentation.

**Clients:** ŠKODA AUTO (incl. work for **board members**), PEPSICO (Lipton Ice Tea, Pepsi, Rockstar, Toma), Molson Coors (Staropramen, Cool, Sládkova limonáda, Ostravar, Stella Artois, Corona, Carling), Vodafone, NIVEA, Eucerin, Lukana, Tchibo (Mazagrande), Stock (Captain Morgan, Božkov, Amundsen).

***Digital PR Account • PRAM Consulting s.r.o., Prague • 12/2014 - 04/2016***

**PR and online marketing professional focused on digital media in TV and IT sector.**

**Awards:** 3x Czech PR awards shortlist, 1x silver medal.

**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, Lasvit, ...

**Project Manager • Bistro Agency s.r.o., Prague, CZ • 05-07/2014**

**Project manager (account) in creative agency (now Dentsu Aegis Network)**

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

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

**Online Content Creator for Mercedes • WDF s.r.o., Prague, CZ • 02-05/2014**

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

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

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

**Events and Music Field**

**Manager of Adam Mišík • Universal Music, Prague, CZ • 10/2013 - Present**

**In free time. Supervising Manager of awarded popular music artist Adam Mišík.**

360° supervision (comms, booking, touring, media relations, brand deals, social media, ...)

Voted Best New Artist in major annual awards: Óčko, Evropa 2, Český Slavík.

YouTube CZ: Top 5 most viewed video 2016, #2 in trends 2019; IG: 130k, FB: 90k.

Artist I also cooperate(d) with: Pam Rabbit, Voxel, Johny Machette, Nelly Řehořová

**Location Manager Signal Festival • Prague, CZ • every October since 2015**

**Seasonal contract. Location(s) supervisor** since 2015: management of the site(s)

(organizing audio and video companies, builders, sculptors, decorators, security, stagehands, electricians), cooperation with artists, municipal authorities, playing the show.

**Editor • musicserver.cz • 10/2008 - 02/2019**

**Journalist, reporter, redactor, critic, columnist, editor, social media editor**

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

**IT field**

**SAP Consultant for ČEZ, RWE • MERIIS, s.r.o., Prague • 03/2013 - 12/2013**

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 • 04/2012 - 02/2013**

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's degree at University of Economics. I also participated in ŠKODA brand events.

**IT Trainee • SAINT-GOBAIN BD CZ, a.s., Rudná u Prahy, CZ • 06-08/2008**

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. I later created bachelor thesis.

## 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), 50 000 km/year

### **Software and tools:**

**Project/Time/Budget apps:** Wrike, Basecamp, Costlocker, Toggl, ClickUp etc.

**Content, CRM and analytics apps:** Mailchimp, Google Analytics, Hotjar, Sprout Social, Hootsuite, Zoomsphere, Kontentino, Socialbakers etc.

**Ad platforms:** Facebook Ads (expert), Google Ads, Twitter Ads etc.

**Graphic apps:** Corel Paint Shop Pro, Adobe Photoshop + Premiere, Pinnacle, ACDSsee, Photopea

**IT/DB/Coding basics:** HTML XML PHP CSS SQL SAP

**Systems and platforms:** Microsoft Windows 10, Office Suite, Google Suite, Android OS, Apple iOS, OS X