

Jan ORAVEC

Sports marketing manager | Digital Marketing | Social media | Communication | Strategy
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PROFESSIONAL EXPERIENCE

ETO FC GYŐR

Marketing Manager (managed 5-person team)

Győr, Hungary
2024 – 2025

- Increased **fan engagement** through strategic **storytelling, media relations, and content marketing**, boosting social and digital reach.
- Designed and executed matchday activations and **fan-focused innovations, enhancing fan experience** and **driving ticket sales**, contributing to higher stadium attendance.
 - Result:** Improved season tickets sales by 50%.

Selected achievements

- Secured two partnerships with regional businesses, **strengthening local brand alignment** through tailored proposals and strategic follow-ups.
- Used fan data to improve **marketing campaigns, increasing engagement** by 18% and more than doubling (+112%) merchandise sales.
- Organized impactful matchday charity events, including a dog shelter fundraiser and teddy bear collection, increasing media coverage by 15%.

HC NOVÉ ZÁMKY

Sport Marketing Consultant

Nové Zámky, Slovakia
2024

- Developed a **data-driven content marketing strategy**, leveraging digital media campaigns to enhance **fan interaction and engagement**.
- Designed **high-value sponsorship packages**, using B2B outreach and digital activation strategies to increase sponsorship revenue.

Selected achievements

- Developed CRM-based **ticket promotions**, targeting a 15% increase in sales and improving matchday attendance and revenue.
- Revamped the **club's merchandise sales strategy** by launching an online store and targeted social media promotions, driving a **30% revenue increase** in one season

O'NEAL EUROPE GMBH.

Online Marketing Manager (managed 3-person project team)

Vaihingen/Enz, Germany
2019 – 2023

- Led and managed multichannel marketing campaigns across **Germany, the UK, and France**, driving an overall 104% increase in sales during COVID times.
- Ensured brand consistency and **customer-focused messaging** in product design, increasing market demand.

Selected achievements

- Optimized **B2B marketing strategies** to enhance pre-order volumes, achieving a 34% **growth** for the new collection.
- Developed an online design and marketing tool, reducing design process costs by 80% and **increasing retail purchases** by 20%.

BMI SLOVAKIA**Online Marketing Manager**

Nitra, Slovakia

2017 – 2019

- Planned, implemented, and optimized digital marketing strategies to achieve increase in lead generation and brand awareness.

Selected achievements

- Managed the annual marketing budget, optimizing digital spend to achieve an 18% increase in lead generation.
- Launched data-driven content campaigns, increasing social media engagement by 11% and improving lead conversion rates by 15%.

ZOTT SE & CO. KG

Bratislava, Slovakia

Trade Marketing Manager (coordinated 3 people)

2016 – 2017

- Led successful product launches through in-store promotions and sampling events, increasing brand visibility and consumer engagement.
- Optimized marketing campaigns to cultural differences across Slovakia, Hungary, and the Czech Republic, ensuring consistent and effective messaging.

Selected achievements

- Increased sales by 20% in key retail accounts through targeted trade marketing initiatives and customized promotions.

EDUCATION**FC BARCELONA INNOVATION HUB**

Barcelona, Spain

- Professional Diploma, Certificate
- Sports Marketing and Sponsorship
- Sports Communication and Fan Engagement
- Strategic Planning in Sports Organizations
- Monetising strategies for sport

2024

2025-

DIGITAL UNIVERSITY BRATISLAVA

Bratislava, Slovakia

- Professional Diploma
- Digital Marketing Specialist

2023-

BRATISLAVA UNIVERSITY OF ECONOMICS AND MANAGEMENT

Bratislava, Slovakia

- Master
- Economics and management of public administration and regional improvement

2012

OTHER

- Languages: English (full professional proficiency), German (full professional proficiency), Hungarian (full professional proficiency), Slovak (Native)
- IT skills: Adobe Creative suite, CMS (WordPress, Joomla, Typo3), ChatGPT, MS Office (Word, Excel, PowerPoint, Sharepoint), Mac OS, Wrike
- Hobbies/Interests: Ice Hockey, Football, Hiking with my dog, Movies