

Jan ORAVEC

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

ETO FC GYŐR

Győr, Hungary

Marketing Manager (managed 5-person team)

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

Nové Zámky, Slovakia

Sport Marketing Consultant

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.

Vaihingen/Enz, Germany

Online Marketing Manager (managed 3-person project team)

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

Nitra, Slovakia

Online Marketing Manager

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**

2024

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

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