

Klára Ponczová

23.2.1992

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ABOUT ME

My heart is beating for marketing & education.

Currently I'm finishing bachelor study of Education at Masaryk university, Brno and for sure I will continue on to Masters in Marketing, Andragogy or Management, probably in Prague.

I have already participated in more than 30 workshops on communication, leadership, AdWords, marketing and branding...

LANGUAGE SKILLS

I speak **English** fluently and I'm learning **French**. I took part in two projects abroad – Creative entrepreneurship & Civil leadership academy.

INTERESTS

Dance - rather fast than slow.

Books - rather more than less.

Travelling - anytime, anywhere.

Marketing and worthwhile communication.

Self-development - in the spirit of motto "Do something today that your future self will thank you for."

Klára Ponczová

Education & marketing lover

EXPERIENCE

ONLINE MENTOR & LECTURER

Freelancing for Google, CZ

(October 2013 – April 2014 & July 2014 – January 2015)



Cooperation with Google CZ as a freelancer, second year of this educational program for young people about safety on the Internet called [Web Rangers](#) was currently successfully completed.

- Design, preparation and realization of the workshops
- Complete creation of an 50 pages e-book for Web Rangers about useful applications, strategy of sharing their projects, cool tips and creative pieces of advice
- Motivation and communication in online G+ community
- Lecturing and online mentoring for teenagers
- Both offline and online cooperation with other women from the GEG team
- Assistance with marketing in recruiting participants process

COPYWRITER & EDUCATIONAL PROGRAM DESIGNER

mimoškolu

NGO [Mimoškolu](#)

(2013 - now)

Cooperation with an innovative educational organization focused on development of the 21st century skills - real matter of the heart.

- Copywriting and proofreading
- Writing grant applications
- Currently redesign and implementation of the current curriculum
- Consulting about innovative educational strategies

EDUPRENEUR & CREATIVE FREAK

Self-employed

(2013 - now)

As a freelancer I focus on and I would love to focus especially on

- copywriting and other word games
- student's successful self-promotion through the creative CV or website
- consultations about self-directed learning, life opportunities and information management
- communications with clients and finding The place where client's and customer's needs meet each other
- creating marketing strategies and designing new ways of solving problems

SKILLS

WORK

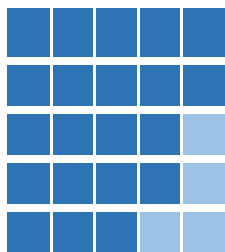
GOOGLE APPS

COPYWRITING

FUNDRAISING

WORD & EXCEL

MAILCHIMP



PERSONAL

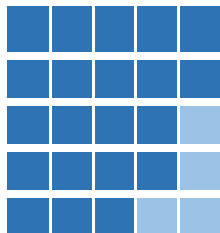
CREATIVITY

COMMUNICATION

SELF-DIRECTING

ORGANISATION

PRESENTATION



INTERNSHIPS

COWO BRNO

(February 2014 – September 2014)



Marketing Internship in an awesome coworking centre in Brno.

- Management of social networks
- Writing articles and creating content for the company's blog
- Creation of regular newsletters
- Website administration - administration of wordpress
- Communication with business partners
- Event and campaign designing

OTTOCOPY

(May 2014 – November 2014)

ottocopy

Copywriting challenges from the master of words Otto Bohuš.

LECTURER

Educational Child Care Centre,
Brno

(November 2013 – December 2013)

Implementation of educational-experiential program for youth with problematic behavior. 40 hrs. of practice training.

- Working with group dynamic
- Creating continuous dramaturgy of two months program
- Motivational games
- Application of various training techniques - artistic, sports etc.



ADMINISTRATOR & CREATIVE THINKER

Design4fun s.r.o.

(June 2013 – November 2013)

Many admirable, diverse things you can possibly imagine connected with work in the office.

- Creation of newsletters in Mailchimp, social network administration
- AdWords campaign administration for businesses and also for NGOs
- Fundraising - creation of grant applications
- Researches - focusing on crowdfunding and e-shops

ADMINISTRATOR & EXCEL WIZARD

Private Dental Office, MUDr. Vladan Vondráček

(April 2012 – June 2013)

- More than 1000 phone calls with patients about the possibility to come for preventive medical examination - almost everyone finally came
- Super training in negotiation and assertiveness
- Working with Excel formulas and tables, processing and analysis of medical surveys

BARTENDER & RECEPTIONIST

Mountain hotel Máj, Krkonoše Mountains

(September 2012 – December 2012)

While I was working at the mountain hotel I was also studying full-time at the Masaryk University in Brno (during this period I enrolled for mostly online courses there to be able to do it after working at the hotel).

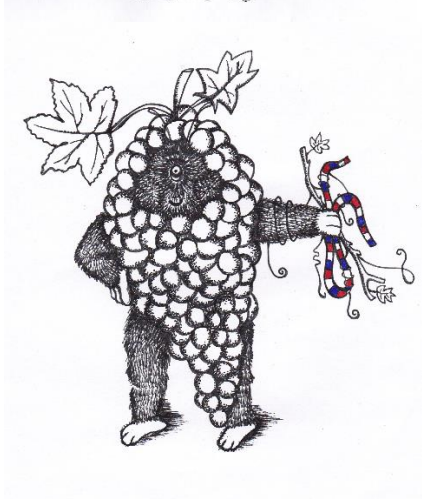
- Communication with coworkers & clients from various social backgrounds
- Small marketing promotion right inside the restaurant (creating leaflets, advertising signs)
- I learned what it means to work hard in poor conditions about 14 hrs/day – one of the most valuable experience in my life

ART PROJECTS

Real example of my creative way of thinking.

TASTE OF FRANCE

As I was bored seeing still the same „I love Paris“ t-shirts all around France, I created my own series of cute monster (10) with typical French attributes. Currently I'm working on improvement, vectorization and creating story about this cute creature. I would like start to print it on T-shirts for children and cotton bags.



EDUCATION

BACHELOR STUDY, MASARYK UNIVERSITY, BRNO FACULTY OF ARTS, EDUCATION

(2011 - now)

Educational science from A to Z. History, presence, future visions. Innovations, online and blind learning, alternatives versus status quo. All theoretically and practically.

BACHELOR STUDY, MASARYK UNIVERSITY, BRNO

FACULTY OF EDUCATION, FRENCH LANGUAGE LECTURING

(2014)

Intensive learning of French language, France and French mentality. Amazing experience for the student of Education (Faculty of Arts) to discover the environment and students from faculty of Education. *Currently terminated because of my desire to work on real projects.*

ACOR (ACADEMICAL CENTRE FOR PERSONAL DEVELOPMENT)

(2012 – 2014)

TRAINING MODULE

Two years of an intensive training module for people who believe in Komensky, Montessori or Dewey's words that the more we play during learning, the better learning process is.

...MY HEART IS READY TO START BEATING ALSO FOR YOUR PROJECTS...