



RUDOLF KOVAŘÍK

CODER / COPYWRITER / IDEAMAKER

BASICS

Name: Radek Rudolf Kovařík

Nationality: Czech

Languages: Czech / English (C1)

CONTACT

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MY SKILLS

HTML

CSS

JAVASCRIPT

SASS

GIT

COPYWRITING

SOCIAL MEDIA MARKETING

IDEA MAKING

HOBBIES



Games



Sport



Music



Coding



Books



Movies

ABOUT ME

I started my marketing career about 7 years ago. First I worked at two smaller advertising companies (Darkside and TRIAD Advertising). Then, I spent almost four years at Wunderman before settling at Leo Burnett, where I worked for another 3 years.

My natural curiosity about languages brought me to coding, and what started as a lockdown hobby soon became more and more serious. In the end, the decision to choose a front-end career path was a no-brainer.

EDUCATION

SOŠKS

2005–2009

High school diploma

FSV UK

2012–2015

Bachelor's degree in Journalism

MY CAREER

Dark Side

2015–2016

Copywriter & Idea Maker

ATL and BTL work + creative concepts.

Brands: KFC, Billa, Lentilky, Future Life, Česko v datech, ČSOB...

TRIAD Advertising

2016–2017

Copywriter & Idea Maker

Creating social media content.

Brands: Chio Chips, Kingswood, Velkopopovický Kozel

Wunderman

2017–2020

Copywriter & Idea Maker

Direct marketing and CRM.

Brands: CK Fischer, Microsoft, Shell, Komerční banka, Hello bank!, Equa bank, České dráhy, Ford, Mazda

Leo Burnett

2020–2023

Senior Copywriter & Idea Maker

Copywriting and supervising Junior Copywriters.

Brands: IKEA, Philip Morris, makro, Fiat, Alfa Romeo, Jeep, Benu