

# Katerina Safarova

Web Manager | UX/UI Designer | Marketing Content Manager | Copywriter | Translator

## CONTACT

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## EDUCATION

**Charles University**  
**Bachelor of Arts, Sinology**  
BA. | Prague, Czech Republic | 2014-2018

**Tianjin University**  
**Certificate, Chinese Language Course**  
HSK 5 | Tianjin, PRC | 2019-2020

**Tianjin University**  
**Certificate, Chinese Language Course**  
HSK 4 | Tianjin, PRC | 2016-2017

**IT Step Brno**  
**Certificate, UX/UI Design**  
2024

## LANGUAGES

Czech: Native speaker  
English: Fully professional  
Chinese: Professional  
German: Basics

## OTHER SKILLS

WordPress  
Canva  
Figma  
HTML/CSS  
Strapi  
Facebook Business and Creator Suite  
Salesmanago  
Webadmin  
Shopio E-Commerce

## WORK EXPERIENCE

### Marketing Content Specialist and Web Manager

**Playou** | 2022 – 2024

- Web management (WordPress).
- Web design and UX/UI design
- Copywriting and translating content for websites and e-learning.
- SEO optimization.

### Translator, Implementor and Localization Specialist

**Admirals** | 2022 – 2023

- Translating finance and stocks related content from English to Czech.
- SEO optimization.
- Implementation of translated material.
- Social media content.

### Social Media/Marketing/PR Manager

**Pod 7 kilo** | 2021 – 2022

- Social media content and management.
- Product photography and graphics.
- Newsletters.
- Customer care and communication.
- I introduced a new outdoor gear brand in Czech in 2021.

### E-Commerce and Product Specialist and Sales Assistant

**Pod 7 kilo** | 2020 – 2022

- Market research for new products and communication with Chinese suppliers.
- E-shopu administration (Shopio).
- Sales administrative.
- Sales and customer care.

### Chinese Language and Culture Asistant

2020

- Chinese language and culture consultations for a book “Ahoj sestro, vítěj v Číně!”
- I created a Czech-Chinese dictionary for the needs of the book.

### Chinese Teacher

2017 – 2019

- Private Chinese lessons for beginners and advanced students.

### Editing and Proofreading

**Institute of State and Law** | 2017 – 2018

- Editing and proofreading of law related magazines.