

CAMILLE SULCOVA

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Esbjerg 6700



PROFESSIONAL EXPERIENCE

STAVEN, SLOVAKIA

Jun 2022 - Oct 2022

BUSINESS MANAGER ASSISTANT

- Worked closely with the company manager to enhance the existing strategies and organised processes, which led to the identification of three main problem areas
- Searched and negotiated with potential suppliers to obtain better conditions for the company
- Conducted quantitative research among consumers to outline their buying behaviour and create a precise target audience profile

BURGER ANARCHY, ESBJERG

July 2021 - Aug 2021

SOCIAL MEDIA COORDINATOR

- Developed and managed a comprehensive social media strategy, which resulted in a 167% increase in accounts reached in August 2021
- Increased the effectiveness of marketing activities by changing the current plan to better target the identified audience

ADPONE, BARCELONA

Jan 2021 - Mar 2021

MARKETING ASSISTANT

- Conducted a thorough internal and external analysis of the company, resulting in a comprehensive understanding of the market and competitors, as well as identifying key areas for improvement
- Executed primary qualitative research among employees, leading to a deeper understanding of the company culture and identifying key consumer segments for the marketing strategy
- Collaborated with the communication manager to outline a general marketing strategy tailored to the company's needs, which contributed to a 20% increase in engagement rate within one month

ORYX, TRAVEL AGENCY, CZECH REPUBLIC

Nov 2018 - Dec 2018

TRAVEL AGENT

- Successfully executed trips and customized offers, resulting in increased customer satisfaction and sales
- Supervised database and strengthened data management effectiveness
- Created promotional material, which increased brand awareness and customer engagement

EDUCATION

Multimedia design AP Degree

Expected start August 2023

Erhvervsakademi Sydvest Esbjerg

Bachelor Degree - International Sales & Marketing

Aug 2021 - Jan 2023

Erhvervsakademi Sydvest Esbjerg

AP Graduate - Marketing Management

Aug 2019 - Jun 2021

Erhvervsakademi Sydvest Esbjerg

Business Academy - Tourism

Sep 2015 - Jun 2019

Carlsbad Czech Republic

KEY COMPETENCIES

Technical skills: MS Office Programs (Excel, Word, PowerPoint), Marketing tools (Canva, Asana, Mailchimp), Marketing campaigns for platforms (LinkedIn, Facebook, Instagram, TikTok), Digital illustration (Procreate, Adobe Suit), Others (Google Analytics, Wordpress)

Language: English - Proficient, Danish - Beginner, Czech - Native

Skills: Creative and Analytical skills, Research skills, Digital Marketing, Growth Optimization, Sales and Negotiation