

Jan Jezek

Marketing and Growth Leader

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EXPERIENCE

Head of Growth

Skydreams

📅 07/2023 - Present 📍 Amsterdam

Skydreams offers online marketplaces for home improvement in 22 countries

- Executing data-driven experiments and leveraging new marketing channels
- Increased B2B acquisition by 30% and revenue by 42% YoY
- Established an A/B testing framework, driving continuous experimentation at scale and increasing the B2C conversion rate by 15%
- Partnered with Product, Tech, and Data teams to refine SEO and onboarding loops, that drove €1M+ in incremental revenue
- Implemented advanced analytics and tracking (Segment, Mixpanel) to identify actionable insights, fueling new growth channels

Chief Marketing Officer

Leadspicker

📅 07/2020 - 06/2023 📍 Barcelona

Leadspicker accelerates B2B lead generation with AI workflows and agents

- Built Marketing & Growth department for SaaS company from the ground up, providing strategic leadership and P&L responsibility
- Prepared messaging & positioning, go-to-market strategies and demand generation plans for each ICP and market
- Deployed AI-driven lead generation workflows that landed us clients in 42 countries that got us S&P 500 and Fortune 500 clients with a positive ROI
- Hired a strong content production team focused on creating blog posts, videos, podcasts, case studies, ebooks and other assets

Chief Marketing Officer

Pilulka

📅 01/2015 - 06/2020 📍 Prague

Pilulka is a leading online pharmacy in Czechia, Slovakia, and Romania

- Helped grow the company from €2M to over €100M in revenue in 5 years and achieve a successful IPO
- Built and led a cross-functional marketing team of almost 20 professionals (Performance, Content, Brand, Trade) across 3 countries
- Held full P&L responsibility for a €6M annual marketing budget, optimizing spend across digital and media channels
- Responsible for performance marketing and media buying, including SEA, SEO, emailing, social media, content marketing and mobile app promotion

Online Marketing Manager

CDN77

📅 07/2012 - 12/2014 📍 London

CDN77 is a global content delivery network with over a billion daily users

- Managed go-to-market strategies, product marketing and demand generation in 54 countries
- Optimized acquisition channels across the entire funnel - SEA, SEO, content, and email automation

Online Marketing Manager

Srovnejto

📅 07/2011 - 06/2012 📍 Prague

Srovnejto is a leading financial product comparison platform in CEE region

- Managed performance marketing channels (SEA, SEO, affiliates)

SUMMARY

Marketing and growth leader with over a decade of experience guiding cross-functional teams.

As Chief Marketing Officer at Pilulka, I drove revenue from €2M to €100M in five years, culminating in a successful IPO. Recently, at Skydreams, I boosted B2B acquisition by 30% and revenue by 42% YoY.

I'm passionate about AI and coding. I built my side project, an AI-powered speech generator, ReadyMadeSpeech, from scratch.

SKILLS

Cross-functional leadership
Growth strategy and execution
Go-to-market (GTM) strategy
Demand generation
Product marketing
Lifecycle marketing
Brand strategy and positioning
Marketing automation and AI
Advanced analytics and insights
E-commerce management

EDUCATION

M.Sc. Mathematical Methods in Economics

University of Economics 📍 Prague

LANGUAGES

English	Fluent ●●●●●
Czech	Native ●●●●●
German	Beginner ●●●●●

WEEKEND PROJECT

ReadyMadeSpeech

📅 09/2024 🔗 readymadespeech.com

AI-powered speech generator I built with Laravel, Bootstrap & OpenAI API

LINKS

in LinkedIn ✕ X 📄 Github