

**Ing. Miroslav Mráz**

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## **Working experiences**

09/2017 – present

**Hasbro Czech – Brand Manager** Boys brands and Games CZ/SK

Main responsibilities:

- Overall responsibility over brands Nerf, Transformers, Monopoly and Hasbro Gaming
- Marketing strategy – creating and adjusting the global brand strategies on Czech and Slovak market
- Media planning – complex media planning including TV campaigns, digital and offline (together with Trade marketing)
- Demand forecast – creating demand forecast plans for CZ/SK market for the whole portfolio of brands
- Budget maintenance – optimizing the budget over given projects and campaigns

11/2015 – 08/2017

**Savencia Fromage & Dairy - Junior Brand Manager/Brand Manager (01/17 – 08/17)** processed cheese CZ/SK

Main responsibilities:

- Savencia digital - responsibility for digital activation of chosen Savencia brands, negotiating with the digital agencies regarding most suitable forms of digital brand presentation using different formats (videos, graphic banners) throughout communication channels (social networks, Youtube, Google display, Google search, websites)
- Online campaigns - responsibility for online communication of the brands, including social media (Facebook, Instagram), cooperation with online agencies and preparing online campaigns within Google display network and Youtube

- Budget- responsibility for overall budget of brand Bambino
- ATL campaign - TV copy tag-on adaptation along with a redesign of the brand
- Developing new product - cooperation with RnD department and research agencies (focus groups), PnL analysis, launch of the product
- Marketing plans - creating short term and long-term marketing plans for the brand, preparing and presenting the results of the brand and the category.

02/2014 - 06/2015

**GlaxoSmithKline - Shopper activation marketing trainee** in a consumer health care division - pharmacy channel, on the brands as Coldrex, Panadol, Zovirax, Sensodyne, Parodontax, Corega, etc.

Main responsibilities:

- Marketing managers support - supporting managers in process of implementing brand strategies and in-store shopper activation.
- Preparing “key performance indicators” report - weekly and monthly.
- Executing the given projects and communicating with the advertising agencies - POS materials, product catalogues, launching promo packs.
- New cloud for sales representatives – working on implementation of a new cloud system and communicating with the provider in order to make adjustments on the customized cloud, cooperating with the marketing, the sales and the logistics team.

01/2010 - 02/2014

**JFmont, LLC - Interpreter,**

Main responsibilities:

- Communicating and negotiating with the foreign partners through emails, phone calls or personal meetings during business trips to Belgium.

## **Certificates**

- 2009 - TOEFL Certificate- Test of English as a Foreign Language
- 2014 - Edcom (EACA) certificate- European association of communications agencies
- 2016 - „Marketing Excellence-First“ awarded by ESCP Europe, Paris

## **Education**

- 2013 - 2016 **University of Economics, Prague**, Faculty of International relations, Master's study program: International Economic Relations
- 2014- **University of Economics, Prague** - minor program - Commercial communications
- 2010 - 2013 University of Economics, Prague, Faculty of International relations, Bachelor's degree; Main field of study for qualification: International Trade
- 2008 - 2009 Exchange study program at Roncalli High School, Manitowoc, Wisconsin, USA
- 2006 - 2010 St. Monica High School, Prešov, Slovakia

## **Languages and practical skills**

- English- fluent
- Spanish- advanced
- Driving licenses groups A, B

## **Computer skills**

- Microsoft Office - Word, Excel and Power Point – advanced

## **Interests and personal characteristics**

- Basketball, skiing, fishing, history and politics; communicativeness, frankness, ability to work in a team, zeal, conscientiousness;