

Sarka Sevcikova

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Experienced in web design and content development with a proven track record of success in digital accessibility and marketing automation. Certified Professional Scrum Master. Known as a fast learner with an eye for detail who likes working in international teams.

EXPERIENCE

DIGITAL MANAGER

Coral Travel | 11/2022–ongoing

Collaborating with multinational teams to plan, localize, and design a B2B platform for travel agencies.

Utilizing Jira, Asana, proprietary CMS, SALESmanago automation platform, Google Analytics

CLIENT SERVICES MANAGER FOR MICROSOFT

Wunderman Thompson, remote | 11/202–04/2022

I was cooperating with Microsoft stakeholders to organize, create, plan, and execute digital campaigns for Microsoft Azure.

- Created accessibility guidelines based on WCAG for the team and external agencies
- Completed the documentation about web development
- Provided trainings about Scrum framework and processes

I was using Dynamics 365, MS Clarity UX Tool, Adobe Analytics, Adobe Photoshop, Adobe Illustrator.

TECHNICAL WRITER

Rockwell Automation | 01/2020–10/2020

I was collaborating with multiple teams to improve the technical documentation.

- Developed tutorials, best practices, and user-friendly how-to articles
- Adapted the documentation based on guidelines and user research
- Created an online map of all the involved teams and toolkits
- Transformed the internal website by creating high-fidelity design

Utilized agile tools like Jira and Confluence, along with Adobe XD, UMLet, Markdown, Wordpress, Jenkins, and git

DIGITAL SERVICE DELIVERY PLANNER FOR MICROSOFT

Wunderman Thompson | 12/2018–12/2019

I coordinated the website creation process, providing consultation to stakeholders on web design to execute digital marketing campaigns for Microsoft's products.

- Responsibility for the outputs of the Digital Team (10+ people)
- Regularly cooperated with teams in Delhi, Beirut, and Seattle
- Trained team members on tools, accessibility, and processes
- Website accessibility assessments and final evaluations

I mostly used ServiceNow, Dynamics 365, proprietary CMS, HTML5, CSS3, JS, and Adobe Photoshop.

DIGITAL SPECIALIST/CODER

Wunderman Thompson | 09/2017–12/2018

- Created and maintained Microsoft corporate websites and HTML emails
- Developed responsive and accessible websites and emails using HTML5, CSS3, and JS
- Ensured compliance with Web Content Accessibility Guidelines (WCAG), Quality Assurance
- Redesigned websites following brand guidelines, a design system, and WCAG

Used Bootstrap/ Microsoft Web Framework, WordPress, proprietary CMS (SiteMuse/ MSCOM CMS, RedTiger CMS), Litmus Email Testing Tool, and Adobe Photoshop

WEB CONTENT EDITOR

Czech Radio | 06/2019–11/2016

Being a member of the editorial office of Radiozurnal.cz, my everyday work included:

- content creation and publishing articles, 2000+ articles
- studio photography, photo manipulation, audio editing for the podcast

TOOLS

- Web Content Accessibility Guidelines
- Adobe Photoshop, Adobe Illustrator
- HTML5, CSS3, basics of JavaScript
- Jira, Confluence
- ServiceNow, Dynamics 365
- Google Analytics, Clarity UX Tool
- Wordpress
- Figma, Adobe XD
- basics of Python 3
- Sound Forge Audio Studio, Audacity
- Litmus Email Testing Tool

EDUCATION AND CERTIFICATIONS

Professional Scrum Master issued by Scrum.org in 2021

Google UX Design issued Coursera/ Google in 2022

Higher professional degree in Economics and Marketing

LANGUAGES

English – professional proficiency

Swedish – intermediate (B1/B2), Glossa Sweden school graduate

Czech – native speaker