

Šárka Ševčíková

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★ [linkedin.com/in/sarkasevcikova](https://www.linkedin.com/in/sarkasevcikova) | 🌐 www.sarkasevcikova.com

💡 Experienced in content development, web design, and online marketing, with a focus on digital accessibility and automation

🚀 Quick learner with a keen eye for detail and a strong customer-oriented approach. I enjoy creative work and exploring new ideas.

🧘 Yoga teacher, passionate about Indian cuisine, capturing moments on film

EXPERIENCE

DIGITAL SPECIALIST

Coral Travel | 11/2022–ongoing

- Crafting marketing campaign landing pages, forms, and emails, while handling all aspects of content review, design, and reporting
- Identifying and documenting issues on B2C and B2B platforms, managing tasks triaging
- Overseeing the localization of the B2B platform ensuring it meets local market needs

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

MARKETING COORDINATOR

Wunderman Thompson, remote | 11/2020–04/2022

- Collaborated with Microsoft stakeholders to craft and launch digital campaigns for Microsoft Azure across the CEE region. This role involved everything from web development and email marketing to localization and lead management.
- Managed digital marketing projects, ensuring they were completed on time and delivered clear results
- Conducted training sessions on the Scrum framework, ticketing systems, and processes

Used Dynamics 365, MS Clarity UX Tool, Adobe Photoshop, Illustrator, Adobe Analytics, Power BI.

TECHNICAL WRITER

Rockwell Automation, remote | 01/2020–10/2020

- Collaborated with multiple teams to create, design, and improve the technical documentation
- Enhanced documentation by developing tutorials, how-to articles, and diagrams
- Created an online map of all involved toolkits and their dependencies

Utilized agile tools like Jira and Confluence, along with Adobe XD, Markdown, Wordpress, Draw.io diagramming tool, git version-control system

DIGITAL SERVICE DELIVERY PLANNER FOR MICROSOFT

Wunderman Thompson | 12/2018–12/2019

- Coordinated the website creation process and guided stakeholders on web design, accessibility, tools, and best practices
- Responsibility for the output of the Digital Team of 10+ members

Leveraged ServiceNow, Dynamics 365, proprietary CMS, Adobe Photoshop, Web Content Accessibility Guidelines (WCAG) and Microsoft Accessibility Standards to meet accessibility requirements.

DIGITAL SPECIALIST / CODER

Wunderman Thompson | 09/2017–12/2018

- Developed and maintained responsive and accessible Microsoft corporate websites, HTML emails, and templates
- Coded responsive websites and emails using HTML5, CSS3, and JavaScript, Quality Assurance
- Redesigned websites to align with brand guidelines, design system, and accessibility standards

Used proprietary CMS (SiteMuse/ MSCOM CMS, RedTiger CMS), Wordpress, HTML5, CSS3, JS, Bootstrap/ Microsoft Web Framework, WordPress, Salesforce Marketing Cloud, Litmus Email Testing Tool, Adobe Photoshop

TOOLS

- **Web technologies:** HTML5, CSS3, basics of JS, Web Content Accessibility Guidelines
- **Marketing automation:** SALESmanago, Salesforce Marketing Cloud, Litmus Email Testing Tool
- **Multimedia:** Adobe Photoshop, Illustrator, Figma, Canva
- **Wordpress** (simple theme development using HTML, CSS, and basics of PHP), Elementor Pro
- **Project management tools:** Jira, Confluence, ServiceNow, Dynamics 365, Asana
- **Analytics tools:** Google Analytics, Microsoft Clarity

EDUCATION AND CERTIFICATIONS

Professional Scrum Master issued by Scrum.org in 2021

acquired skills: the Scrum framework, the Scrum Master role, how to apply Scrum

Google UX Design issued Coursera/ Google in 2022

acquired skills: the foundations of UX design, wireframing, prototyping, Figma

Higher professional degree in Economics and Marketing

LANGUAGES

English professional proficiency

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