Sarka Sevcikova

✉ sarka.sevci@gmail.com
🌐 www.sarkasevcikova.com
in linkedin.com/in/sarkasevcikova

Experienced in content development and web design with a proven track record of success in digital accessibility and marketing automation. Certified Professional Scrum Master. I am 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. Digital consultation, content management, and reporting.
Utilizing Jira, Asana, proprietary CMS, SALESmanago automation platform, and Google Analytics

CLIENT SERVICES MANAGER FOR MICROSOFT

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

Cooperated with Microsoft stakeholders to organize, create, plan, and execute digital campaigns for Microsoft Azure in the CEE Area. It included website publishing, email marketing, and lead management.

- 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, Adobe Analytics, MS Clarity UX Tool, Adobe Photoshop, Adobe Illustrator.

TECHNICAL WRITER

Rockwell Automation | 01/2020–10/2020

Collaborated with multiple cross-functional 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
- Redesigned and restructured 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

Coordinated the website creation process and provided consultation to stakeholders on web design.

- Responsibility for the outputs of the Digital Team (10+ people)

- Regularly cooperated with multinational teams in Delhi, Beirut, and Seattle
- Trained team members on tools, accessibility, and processes
- Tested a request tracking platform and suggested system and process improvements
- Completed website accessibility assessments and concluded final evaluations

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
- Jira, Confluence
- ServiceNow, Dynamics 365
- HTML5, CSS3, basics of JavaScript

- Google Analytics, Clarity UX Tool
- Wordpress
- Figma, Adobe XD
- 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

INTERESTS
Analog photography, yoga, hiking, TRX, DIY projects