Sarka Sevcikova

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// EXPERIENCE

DIGITAL MANAGER

11/2022–ongoing

- Collaborating with multinational teams to plan and execute the development of a B2B travel agency platform including its continuous improvement
- Leveraging Jira, ServiceNow, proprietary CMS, SALESmanago automation platform

MARKETING MANAGER FOR MICROSOFT

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

- Partnered with stakeholders and cross-functional teams to organize, develop, and execute digital campaigns for Microsoft Azure in the CEE Area
- Managed marketing automation deliverables, ensuring timely execution and measurable results
- Created digital accessibility and web development guidelines
- Conducted training sessions on Scrum framework, CRM, and processes
- Used tools such as Dynamics 365, Clarity UX Tool, and Adobe Analytics

TECHNICAL WRITER

Rockwell Automation | 01/2020–10/2020

- Drived improvements in technical documentation and streamlined processes
- Developed tutorials, best practices, and user-friendly how-to articles
- Transformed the internal website by creating high-fidelity designs
- 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, providing expert consultation to stakeholders on web design, resulting in efficient and visually appealing websites
- Collaborated with and supervised cross-functional teams across multiple global locations, including Munich, Delhi, Beirut, and Seattle.

- Responsibility for delivering high-quality outputs of the Digital Team (10+ people)
- Leveraged ServiceNow, Dynamics 365, HTML5, CSS3, JS, Web Content Accessibility Guidelines (WCAG) to meet accessibility requirements

DIGITAL SPECIALIST / CODER
Wunderman Thompson | 09/2017–12/2018

- Created and maintained Microsoft corporate websites and emails
- Developed responsive websites and emails using HTML5, CSS3, and JavaScript, resulting in optimal user experience across various devices
- Redesigned websites to align with brand guidelines, design system, and accessibility standards, ensuring compliance with Web Content Accessibility Guidelines (WCAG)
- Utilized Salesforce Marketing Cloud, Litmus Email Testing Tool, Adobe Photoshop, WordPress, proprietary CMS (SiteMuse, RedTiger)

WEB CONTENT EDITOR / COPYWRITER
Czech Radio, Radiozurnal | 06/2009–11/2016

- Created, proofread, and performed editorial work with a portfolio of 2000+ articles
- Boosted SEO, engaged in studio photography, performed audio editing tasks

// EDUCATION AND CERTIFICATION

Professional Scrum Master issued by Scrum.org in 2021
Google UX Design issued Coursera/ Google in 2022
Higher professional degree in Economics and Marketing

// SKILLS

- Web Content Accessibility Guidelines (WCAG)
- Project Coordination, Agile Methodologies (Scrum)
- Marketing Automation
- Adobe Creative Suite (Photoshop, Illustrator)
- HTML5, CSS, JavaScript, basics of Python
- WordPress

// LANGUAGES

- **English** – professional level
- **Swedish** – intermediate with practice (B1/B2), Glossa Sweden school graduate 2012