

# Sarka Sevcikova

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## EXPERIENCE

### DIGITAL MANAGER

Coral Travel | 11/2022–ongoing

- Collaborating with multinational teams to plan, localize, and design a B2B platform for travel agencies
- Creating landing pages, forms, and workflows on an automation platform, content management, and reporting

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

### CLIENT SERVICES MANAGER/ MARKETING COORDINATOR 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 primarily included web development, email marketing, localization, and lead management.
- Created accessibility and web development guidelines based on WCAG for the team and external agencies

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 cross-functional teams to design and improve the technical documentation, developed tutorials, user friendly how-to articles, and diagrams
- Redesigned the documentation and the internal website based on user research and guidelines

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 provided consultations to stakeholders on web design, accessibility, tools, and processes
- Responsibility for the output of the Digital Team (10+ people).
- Completed website accessibility assessments and concluded final evaluations

Mostly used ServiceNow, Dynamics 365, proprietary CMS, HTML5, CSS3, JS, Adobe Photoshop.

## **DIGITAL SPECIALIST / CODER**

Wunderman Thompson | 09/2017–12/2018

- Developed and maintained responsive and accessible Microsoft corporate websites, HTML emails, and templates
- Ensured compliance with Web Content Accessibility Guidelines (WCAG), Quality Assurance
- Redesigned websites following brand guidelines and WCAG

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

## **TOOLS**

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

## **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, and testing

**Higher professional degree in Economics and Marketing**

## **LANGUAGES**

<b>English</b>	professional proficiency
<b>Swedish</b>	intermediate (B1/B2), Glossa Sweden school graduate
<b>Czech</b>	native speaker