

Viola Hojstricová

Marketing specialist skilled in content creation and strategy for social & inbound, with a history of working in the retail, insurance and solar-tech industry.

**EMAIL**

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MOBILE

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WEB

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TIMEZONE

CET, Prague, Czechia

9+ markets experience

Managing content strategy and smaller international teams across multiple countries and languages. Experience with EN, CZ, SK, HU, PL, RO, UA, FR and MENA markets.

Viola is a gifted and skilled marketing manager. I had the opportunity to hire her and work with her for a year at 4Life Direct International. She excels in content marketing, writing bespoke blog posts and community management. Moreover, she knows how a paid campaign is structured and how to assist with creatives and words that sell. Last but not least is that she wants to improve her knowledge and learn new marketing tools and techniques. All of the above, combined with a pleasant character that likes teamwork makes her a perfect match for any business.

Nicholas Kokkinos

Former Head of Digital at 4Life Direct International

M.A. in Media Studies

Masaryk University, 2015 Graduate

B.A. in Marketing communication

University of St. Cyril and Methodius, 2012 Graduate



Scan to add me as contact

NOTABLE**RECOMMENDATION****EDU****Senior Marketing Specialist***Solarity*

- Maintain the company's online presence through social media, email marketing and web-publications
- Content Marketing - editing, copywriting, proofreading, etc.
- Collaboration with Marketing Manager on design of yearly marketing plan, as well as marketing guidelines including both special and routine mkt initiatives
- Administration web analytics and web management of all Solarity's websites (using tools such as WordPress, Google Analytics, Google Data Studio)
- Preparation of offline and online marketing campaigns together with Marketing Manager
- Daily collaboration with external agencies, sales and PR

Marketing Manager*4Life Direct International*

- Creation and launch of the first application for arranging life insurance online for the SK and CZ market
- Maintain the company's online presence through social media, email marketing and web-publications
- Collaboration with Sales and General Manager on design of yearly marketing plan, as well as marketing guidelines including both special and routine mkt initiatives
- Daily collaboration with external agencies, legal, sales, tech and PR

Digital Consultant & Project Manager*ACTUM Digital*

- Implementation of content development strategy for client's website, social media and blog, with improvements in areas like SEO, newsletter and website design, increasing site traffic and click-through rates
- Coordination and research of multiple marketing initiatives simultaneously
- Responsible for the creation of an editorial office consisting of twelve external editors with two goals: sales support and building brand awareness of the client

Team Lead & Web Content Manager*Bonami*

- Responsibility for the professional presentation of websites (Bonami.sk, Bonami.pl, Bonami.ro) and managing team of international web content managers
- Creating sales advertising campaigns, monitoring the effectiveness of teams and optimising performance across all countries
- Data analysis - managing and tracking selected statistics and metrics in RJMetrics and analysis of market opportunities for products entrusted to them

Community Manager & Copywriter*Peppermint digital s.r.o.***Community Manager & Copywriter***TL5 Digital*