



VIOLA HOJSTRÍČOVÁ

PROJECT AND CONTENT MANAGER

PERSONAL PROFILE

I am an experienced Project Manager, Web Content Manager and Senior Copywriter with a history of working in the retail and tech industry.

AREAS OF EXPERTISE

- Digital copywriting
- Community management
- Social media
- Team and project supervision
- Client service

For all the details about positions and courses finished, visit my profile:
[linkedin.com/in/violahojstricova](https://www.linkedin.com/in/violahojstricova)

WORK EXPERIENCE

PROJECT MANAGER

Actum Digital | Aug 2018 - Nov 2019

- Creating and implement content strategy to website and blogs
- Suggest or implement improvements in areas like SEO, social media, email marketing and website design
- Coordinate content platforms such as website landing pages and blog

WEB CONTENT MANAGER, COPYWRITER

Bonami | Aug 2015 - Apr 2018

- Responsibility for the professional presentation of Bonami websites in Slovakia, Poland and Romania
- Management of individual team members through development interviews
- Prepared detailed reports
- Digital copywriting

GET IN CONTACT

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EDUCATION HISTORY

MASARYK UNIVERSITY, BRNO

Master's degree | 2012-2015

Program provided the advanced knowledge and skills necessary to manage creative and production teams and to apply organizational and managerial positions within dynamically changing media industries.

UNIVERSITY OF ST. CYRIL AND METHODIUS, TRNAVA

Bachelor's degree | 2009-2012

Accomplished knowledge based on a wide theoretical/technological foundation of communication systems, economic and media analysis, and the psychology of the communication process.

OTHER SKILLS

- Strengthening pro-client orientation in team members
- Strategic mindset
- Detail oriented
- Team leadership
- G-Suite, MS Office