

Jozef Falis

+421 905 876 538
jozef.falis@gmail.com
jfalis.com

about me

A creative, teachable and hardworking guy from Slovakia, who is for each fun.

I'm not afraid of new challenges and I'll be happy to help you.

Currently live in Brno, Czech Republic, where I'm working in Kentico Software as Senior Campaign Specialist with a focus on B2B marketing strategies.

education

2004 - 2012

GRAMMAR SCHOOL, POPRAD

8-year grammar school

Specialization: Mathematics-Physics

certification

GOOGLE CERTIFICATION

- adwords display, search, shopping
- analytics individual qualification
- digital sales
- mobile sites

HUBSPOT

- email marketing

TESTDOME

- HTML/CSS

language skills

ENGLISH

level B2

interests

In my free time, I'm reading a lot of books not only about marketing, exploring nature around me and freeriding on the bike. Of course, I like to have fun with my friends and family.

work experience

KENTICO SOFTWARE

feb 2019 - present

E-mail marketing, Marketing Strategy, Pay Per Click, SEO

kontent.ai

As Head of Demand Generation I'm focusing on B2B lead generation and account-based targeting campaigns, setting tracking, collecting data and managing team with strategic decisions.

KIWI.COM

apr 2017 - jan 2019

E-mail marketing, Marketing Strategy, Pay Per Click, Webdesign

www.kiwi.com

As part of marketing team, my goal was to take care of customers. My position in Kiwi.com was Campaigns Manager and I was working mostly with marketing automation tool for executing, creating, planning, reporting and tracking campaigns.

VIBE STORE

dec 2016 - may 2018

E-mail marketing, Marketing Strategy, Pay Per Click, Search Engine Optimization, Social Media, Webdesign

www.vibe-store.com

I was responsible for the setting business goals, creating ads, reporting and analysing the success of campaigns. Also, I was managing the eshop together with the setting of KPIs.

ADVERTUM S.R.O.

apr 2016 - jun 2017

Pay Per Click, Social Media

www.ppc-profits.cz

Creating campaigns and content for Adwords, Sklik, Facebook and Instagram.

FREELANCE

apr 2015 - present

E-mail marketing, Marketing Strategy, Pay Per Click, Search Engine Optimization, Social Media, Webdesign

www.jfalis.com

Processing projects according to client's requirements during the active communication with him. Creating keyword analysis, websites, marketing strategy and ads for various marketing channels.

MAAG S.R.O.

mar 2013 - dec 2016

E-mail marketing, Marketing Strategy, Pay Per Click, Search Engine Optimization, Social Media, Webdesign

www.maag.sk

Search engine optimization, content creation, management of social networks, preparing and sending newsletters and management of advertising accounts at the Adwords and Sklik.

skills & tools

Account-based Marketing Exponea / Pardot - 4/5
Demand Generation Google/Bing Ads - 4/5
Tech-stack implementation FB, TW, LI, IG Ads - 5/5
Data evaluation Google Analytics - 5/5

Sense of humor - ∞