

Jozef Falis

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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, I live in Brno, Czech Republic, where I'm working in Kentico Software as a Head of Demand Generation and I'm leading a team of 7 awesome people.

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

www.kontent.ai

Focusing on B2B worldwide campaigns, finding new ways of promotion, collecting data that are being used for executive decisions and targeting campaigns on the account level.

KIWI.COM

apr 2017 - jan 2019

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

www.kiwi.com

As a Campaign Manager, I was responsible for the retention and acquisition of customers - executing, creating, planning, reporting and tracking campaigns based on the company's KPIs.

VIBE STORE

dec 2016 - may 2018

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

www.vibe-store.com

My personal project where 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

Demand Generation
E-commerce
Integrations
Customer lifecycle
Marketing strategy

Pardot/Salesforce/Exponea
Gads/FB/IG/LI/TW/Pin Ads
G360
Wordpress/WooCommerce
Sense of humor - ∞