



# Jozef Falis

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 jfalिस.com

## about me

A results-driven professional with expertise in developing and implementing strategic marketing plans that drive business growth. Skilled in digital marketing, branding, and lead generation. A creative thinker who brings fresh ideas to the table and continuously seeks ways to improve and innovate. Works effectively with cross-functional teams to achieve common goals.

## education

2004 - 2012

### GRAMMAR SCHOOL, POPRAD

8-year grammar school

Specialization: Mathematics-Physics

## certification

GOOGLE ADS CERTIFICATION

HUBSPOT

DEMAND BASE

## 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

### KONTNET s.r.o.

feb 2019 - present

Marketing Strategy, Demand Generation, ABM

[www.kontent.ai](http://www.kontent.ai)

Leading a team of 6 talented individuals towards achieving growth goals. We clearly defined our ICP, built targeted account lists, and are executing ABM with full speed across all departments.

### KIWI.COM

apr 2017 - jan 2019

Marketing Strategy, Marketing automation, CDP, Campaign management

[www.kiwi.com](http://www.kiwi.com)

I managed retention and acquisition campaigns, crafting new campaigns and optimization. To support our efforts I maintained the customer data platform, and collect and use data that supported omnichannel communication.

### VIBE STORE

dec 2016 - may 2018

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

[www.vibe-store.com](http://www.vibe-store.com)

We had a cool website, cool business operations in place, great marketing and an awesome start, but were limited by resources and juggling multiple jobs at the same time. Despite these challenges, the experience was priceless.

### ADVERTUM s.r.o.

apr 2016 - jun 2017

Pay Per Click, Social Media

[www.ppc-profits.cz](http://www.ppc-profits.cz)

Find a smart solution to meet clients' budgets and invest money reasonably pushed me to be really creative in PPC strategy and execution.

### FREELANCE

apr 2015 - present

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

[www.jfalिस.com](http://www.jfalिस.com)

The process of bringing projects from concept to completion has given me extensive experience in communicating and collaborating with clients to shape their ideas and bring them to life through code.

## skills

Demand generation  
ABM, TAL, ICP  
E-commerce  
Campaign management  
CDP, Marketing automation  
**Sense of humor - ∞**