

Milan Malušek

Marketing & Project management

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Prague | CZ



PROFILE

16 years of experience in Marketing and Project Management

I always appreciate respect, honesty, enthusiasm, team, discipline and respect. These are the values of the rugby game that I pass as the coach and referee.

I am always a reliable partner for colleagues, friends, family and children!

... and I love cooking, prepare meetings, filming, discovering new countries and do sports

SKILLS

MS Office (Excel, Word, Powerpoint)



Adobe Photoshop



Corel Draw, HTML, Google Docs



ICT & PC Support, ERP Abra



PASSIONS



Rugby



Skiing



Photograph



Cars/Bikes



News in IT



Music

LANGUAGES

Czech



English



German



EDUCATION

VSB - Technical University of Ostrava, 2002 | title: MS.c.
Marketing, business and management

Other courses and qualification:

G4Works: Google solution for business, cloud applications

Inspector: in defectoscopy for methods VT, PT, MT

Internal Auditor: for ISO 9001 QMS

Manager shadowing program: at Ogilvy & Mather

English language course: at state language school

WORK EXPERIENCE

ATG - ADVANCED TECHNOLOGY GROUP Marketing and Project manager | 2008 > 2018

Marketing: Internal | external communication, implementation of CI/CD - corporate identity and design. Promotion, PR, direct-mailing, web pages, photo & video presentation of the products.

Projects: Opening the branch office in Abu Dhabi - from "zero" to the licensed subsidiary. Supervision of several R&D projects. Coordination of inspections in the Czech Republic and abroad as well.

Management: Responsible for the smooth running of the company, representation of company owners, back office management. Preparation of contracts and tenders. Reporting of financial indicators. Managing of the training centre. Leading of audits by TÜV Nord, API – American Petroleum Institute, 3EC International, ACTVET...

IT/Telco support: Implementation of ERP Abra, administration for T-mobile services, HW/SW.

MORIS DESIGN Marketing manager | 2017 - part time job

Complete marketing communication of the company. Sales support, professional photo & video, product presentations, branding. Representation of the company, competitions and fairs. Weekend event for clients and public with 3000 visitors.

BUREAU VERITAS CZECH REPUBLIC Marketing manager for the Czech Republic | 2005 > 2008

Creating of the uniform marketing plan for the region of Central Europe. Responsible for all marketing activities and budget. Success stories, newsletters, mystery shopping and market research, conferences and fairs.

Rebranding of BVQI brand using:

- PR campaigns, CRM, printed materials, advertisements, events.
- Creating the graphic design manual for certification marks.

SANDVIK - BAHCO TOOLS Marketing and sales manager for the CZ& SK | 2004 > 2005

Brand marketing - launching of new product lines, brand awareness. POS, promotion campaigns for distributors and customers. Fairs & exhibitions, product placement, e-shop.

Merchandising for „DIY stores“ : Bauhaus, Hornbach, Globus.

PREVIOUS JOBS - DURING MY STUDIES

Head of store .. O₂ / Eurotel

Junior account. communication agency N.A.R.

Salesmanretail and wholesale with electronics

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