

Milan Malušek

Marketing & Project management



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Prague | CZ

PROFILE

16 years of experience - in Marketing, Project Management, Sales, IT and Back office.

My values - respect, teamwork, trust, partnership and high standards.

My vision - innovation is the way to success.

My relax - ICT, new apps, cars/bikes, photography

*Ready to meet?
Let's have a good coffee !*

SKILLS

MS Office (Excel, Word, Powerpoint)

Adobe Photoshop, iMovie

Corel Draw, HTML, Google Docs

ICT & PC Support, ERP Abra

PASSIONS

Rugby for kids

Skiing

Photograph

Cars/Bikes

News in IT

Music

LANGUAGES

Czech

native

English

fluent

German

passive

EDUCATION

VSB - Technical University of Ostrava, 2002 | title: MS.c.

Business and management - specialization in Marketing and Business

Other courses:

- digital & PRM champion, digital channel manager Schneider Electric
- G4Works - Google solution for business, cloud applications
- Qualification in Defectoscopy: methods VT, PT, MT - all in level II
- Internal Auditor for ISO 9001 QMS
- Manager shadowing program at Ogilvy, English at language school

WORK EXPERIENCE

SCHNEIDER ELECTRIC ČR

Marketing - Channel Management | 2019 >

Operation Channel Management: coordination of activities for 3 segments: panel builders, specifiers and contractors. Responsible for marketing plan, events and partners' certification. Communication - product videos, success stories, webinars, catalogues. Implementation of global tools, training of the team. Promotion of the EcoXpert loyalty programme for partners.

Digitizing: expanding the EcoStruxure platform for Schneider Electric customers. Launch of new software and applications. Improving the IT skills of the team and partners. Testing new tools and applications. Launching the web portal and setting up processes for online customer education.

ATG S.R.O. (ADVANCED TECHNOLOGY GROUP)

Marketing and Project Manager | 2008 > present

Marketing: Planning and development of events management. Coordination of corporate identity merge, promotion, direct-mailing and cross-selling, redesign and SEO of web pages. Design of communication materials.

Projects: Settlement of the UAE branch office. Supervision of several R&D projects. Coordination of inspection activities at Gazelle gas pipeline (160 km in the Czech Rep.) and Hartha power station - administration of RLA + NDT test (Iraq).

Management: Coordination and planning of the training centre. Preparation for external audits by TÜV Nord, API – American Petroleum Institute, 3EC International, ACTVET and ČIA - Czech Accreditation Institute.

IT/TelCo support: installations and setup of HW / SW, peripherals, settings permits in the network, software consultancy (Win, MS Office, WWW, ERP, iOS, Mac).

BUREAU VERITAS CZECH REPUBLIC

Marketing Manager for the Czech Republic | 2005 > 2008

Marketing: Global campaigns implementation. Marketing integration of new acquired companies. Events management.

Coordination of BVQI rebranding: PR campaigns, CRM, printed materials and advertisements, events, newsletters, promotion, www administration. Graphic design manual for certification marks. Writing success stories, newsletters, mystery shopping, market research.

BAHCO TOOLS – SANDVIK

Marketing and Sales Manager for the CZ & SK | 2004 > 2005

Brand marketing - launching of new BAHCO product lines, positioning, increasing brand awareness. Fairs & exhibitions - tenders for design and construction, equipment installation, keeping CI rules, logistics. Promotion campaigns for distributors and customers.

Full service for „DIY” retailers (Bauhaus, Hornbach, Globus - negotiation, listings, setting of merchandising design at stores, price lists, coordination of logistics). Implementing of POS, catalogues and approving of using the logo for distributors.

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