

Milan Malušek

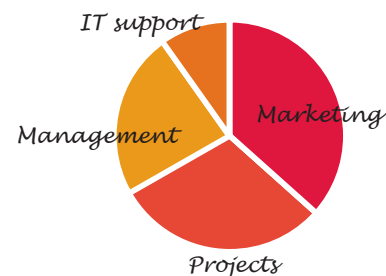
MY EXPERIENCE AND EXECUTED ACTIVITIES

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MARKETING

- Managing of all marketing activities for products and services as well, for B2B and B2C.
- Creating of the uniform marketing plan and budget (used in Czech Rep, and Central Europe).
- Rebranding – global change of the brand BVQI to Bureau Veritas Certification using various communication channels.
- CI / CD (Corporate Identity / Design) – marketing integration of new acquired companies.
- Internal & external communication – blogs, intranet, newsletters for employee and clients.
- PR + billboard campaigns. Brand marketing – positioning, increasing brand awareness.
- Fairs & exhibitions, conferences – plan, budget, design and installation, workshops.
- Promotion and advertisement, presentations (on-line, print, PPT, Web, photo, video, social networks).
- Success stories, mystery shopping, market research. Direct-mailing and cross-selling.
- Design, implementing and updating of WWW, design of graphic manual for partners and clients.
- Launching of new products, training of staff, registration of the company to the network of suppliers.
- Training of sales representatives. Sales support, merchandising for „DYI” stores (Bauhaus, Hornbach, Glogus).

PROJECTS

- The opening of the branch office in Abu Dhabi – from "zero" to the certified subsidiary (budget, planning, finding + furnishing new office, installation of IT, permits, obtaining the licenses from local authorities, training staff, supervising).
- Coordination of inspection activities – NDT inspections of the pipeline Gazelle - 160 km in the Czech Republic, personal sources from abroad, logistics, inspection reports, cloud sharing of documentation, finance evaluation of the contract.
- Leading of inspections at Hartha power station in Iraq – „RLA - Residual life assessment”, scheduling, permits, monitoring the performance of the contract, invoicing, orders, support the inspectors.
- Certification of the company - responsible for external audits by 3EC, ACTVET, API – American Petroleum Institute, TÜV Nord.
- Supervising of R&D projects by TAČR (Technology Agency CR) - budgeting, evaluating the performance plans of each project, monitoring of costs, documentation and finance audits the project.

MANAGEMENT

- Representing of company's owners. Responsible for the smooth running of the company, handling of unexpected situations.
- Preparing contracts, selection of suppliers, tenders - for cars, Tel/Co and other services.
- Internal communication and training of the staff.
- Reporting of financial indicators, evaluating the results of the company's divisions.
- Preparing team buildings and meetings. Creating and updating quality manuals.
- Coordination and planning of capacities of the training and examining centre (Prague, Pilsen, Ostrava, Abu Dhabi).
- Creation and implementation of quality requirements into the company processes.

IT SUPPORT

- Implementation of ERP Abra, CRM, creating of print templates, maintenance of databases, user's rights.
- Software support: MS Office (functions, setting, templates), Adobe Photoshop, Corel Draw, HTML, Google docs.
- Installation and administration of HW/SW (Windows, MS Office, WWW, CRM), sharing of docs, cloud.
- Settings of peripheries and IT/Telco equipment, backups.