



JITKA ALTMAN

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I am currently freelancing and looking for one or two additional projects on part time basis.

WORK EXPERIENCE

- 07/2017 - now **FREELANCER (worldwide)**
Marketing & Social Media consultant. Content creator. Wix designer. Influencer specialist. Own projects developer.
- 10/2019 - 09/2020 **KINDRED (CZ, international)**
Head of Social Media & Influencer marketing
 Multiple local and international campaigns as well as always-on activities. Multidisciplinary scope. Both, B2C & B2B. People mngm: 8 full time subordinates & 13x contractors.
- 02/2018 - 02/2019 **PHILIPS (CZ, SK)**
Senior Brand Manager Kitchen Appliances
 Running the whole category, ATL + BTL activities, launches, Philips Health Academy platform, content & influencer mrktg.
- 07/2014 - 06/2017 **KARLOVARSKÉ MINERÁLNÍ VODY (CZ, SK)**
Brand Manager Aguila, Poděbradka, Dobrá voda
 ATL + BTL activities, 360° marketing, 14x new launches, 6x new TV commercials, content & influencer marketing, social media, PR, sponzoring, strategic planning, budgeting
Head of Educational Programmes
 Strategic mrktg, educational programmes & events for both, specialists and general public, founded AquaLife Institute.
- 12/2012 - 06/2014 **JOHNSON & JOHNSON (CZ, SK, partly HU)**
Junior Brand Manager & Sales Coordinator - ACUVUE
 B2B & B2C, product & social campaigns, branding, PR, events, trade marketing, web, direct mailing, CRM, sales support
- 10/2009 - 10/2011 **HEWLETT PACKARD (CZ)**
Marketing & Sales Operation
 marketing & sales support, event management, CRM specialist, forecast specialist, B2B marketing, PR, internal communication
- 10/2006 - 12/2009 **VARIOUS COMPANIES & POSITIONS (CZ, UK)**

EDUCATION

Double Master Programme
 09/2011 - 12/2012
 London Metropolitan University, UK & ESCEM, Poitiers, FR
MA & MSc International Marketing Communications & Strategy

Double Bachelor Programme
 09/2005 - 09/2009
 University of Hradec Kralove, CZ & University of Hull, UK
Bc Financial Management & BA International Business

LANGUAGES

native Czech,
 fluent English & passive German

OTHER SKILLS

several speeches at marketing conferences, DigiCamp & Google Garage absolvent, Microsoft Offices, SAP, Prezi, GoogleDocs, Social Media, Basics of Adobe Premiere, InDesing & Illustrator, Canva, Wix designer, video, photography, escape games & events creator