



Martin Minárik

Marketing Specialist

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Prague

EDUCATION

Translation and Interpretation

Prešovská Univerzita

Slovak and English Language

IT and Mathematics

Private Grammar School,
Dneperská 1

SKILLS

- Video Production, Adobe AE, Pr
- Graphic Design, Adobe PS, AI, Figma
- Web Development, Wordpress, Webflow
- Agile Development, Jira
- Digital Marketing, B2B, B2C
- English language C1/C2 proficiency
- Unreal Engine 4 and 5, basic understanding

WORK EXPERIENCE

Global Marketing Manager

5/2024-Now

Carboneg s.r.o.

- Oversight and creation of a comprehensive **global marketing strategy**, aligning international agencies across diverse markets including **Africa, Chile, Mexico**, and **10 more countries** to achieve **unified brand vision** and **objectives**.
- Oversee and collaborate with **international marketing agencies**, providing guidance and ensuring **consistent brand messaging** and campaign effectiveness tailored to **regional specific marketing trends**.
- Lead the ongoing **brand revitalization project** as **project manager**, driving the redesign of the corporate website through strategic site mapping, customer journey analysis, and lead generation optimization.
- Manage and create **engaging B2B marketing campaigns**, leveraging social media platforms to enhance brand visibility.
- Utilize **advanced graphic design skills** to produce compelling **visual assets** that **support marketing initiatives** and reinforce brand identity across channels.
- **Coordinate** teams and **external partners** to ensure **timely delivery of projects**, maintaining high standards of quality and alignment with business goals.
- Played an **integral role** in the **organizational team** for the **Living Landscape conference**, contributing to event planning and marketing efforts that elevated industry presence and stakeholder engagement.
- Continuously monitor and incorporate emerging marketing trends and technologies to refine strategies and maximize campaign impact in global markets.

Marketing specialist/Consultant

2023-Now

Freelance

- Spearheaded various freelance projects across multiple domains, showcasing a versatile skill set.
- Developed and implemented innovative **social media strategies** for diverse clients, increasing their online visibility and engagement.
- Crafted compelling social media content, including posts and graphics, that drove **customer interaction and brand awareness**.
- Utilized **graphic design** skills to create visually engaging assets for client campaigns, enhancing overall visual branding.
- Operated as a **videographer** and **editor**, creating high-quality videos for promotional and branding purposes.
- Demonstrated **proficiency in WordPress**, **designing** and developing client **websites** that were both aesthetically pleasing and functional.
- Led a significant **rebranding project**, successfully transforming the client's brand image and positioning in their market.
- Adapted to different project requirements, demonstrating **flexibility** and **problem-solving skills**.
- Continually updated knowledge of digital marketing trends to ensure the delivery of current and effective strategies.
- **Managed project timelines and coordinate tasks** to ensure the successful and timely completion of projects.

WORK EXPERIENCE

Marketing executive

2022 - 2023

Grindstone s.r.o.

- Marketing Director at a leading game development company, responsible for **overseeing managing and creating graphic design, digital marketing, B2B and B2C marketing, web design, and web development.**
- Key role in **organizing Slovakia's largest game development conference, Game Days**, ensuring its success and growth.
- Developed a comprehensive marketing strategy, driving brand awareness and user acquisition.
- Successfully **implemented audio** for Die by The Blade Game, despite limited prior experience with audio and the **Unreal Engine.**
- Created a unique **audio design** for Die by The Blade, producing distinct sounds every time an armor is hit with a weapon, enhancing the immersive gameplay experience.
- Actively involved in all aspects of the marketing process, from planning and strategy development to execution and **performance analysis.**
- Demonstrated **ability to adapt** and learn new skills quickly to meet project needs.
- Proven track record of delivering **successful marketing campaigns** and achieving business objectives in the **gaming industry and event management.**
- Strong **leadership and communication skills**, fostering collaboration among team members to drive company success during B2B conferences such as Reboot Develop Blue.

Webmaster

2021 - 2022

Interiér Invest s.r.o.

- Managed digital marketing strategies, including SEO, social media, email, and online ads.
- Designed visually appealing graphics for physical and digital ads.
- Executed marketing campaigns to increase brand awareness and website traffic.
- Provided excellent customer service.
- Conducted market research and analyzed data to optimize strategies.
- Monitored KPIs to evaluate campaign effectiveness and make data-driven decisions.
- Managed website functionality, content creation, and SEO.
- Stayed updated on industry trends and emerging technologies.

Bartender/Waiter

2015 - 2022

Various places

- Demonstrated passion for the hospitality industry, consistently delivering outstanding service as a waiter and bartender.
- Excelled in bartending, creating a diverse range of drinks and maintaining a well-organized bar.
- Proactively managed stock to optimize inventory levels, minimizing shortages and reducing waste.
- Played a vital role in coordinating shifts, ensuring efficient operations and excellent customer service.
- Contributed to the hiring process, conducting interviews and training new staff members.
- Leveraged social media skills to promote events, engage with customers, and enhance the pub's online presence.
- Successfully organized places for various events, demonstrating strong event planning and execution skills.
- The bars: The Beerhouse, Wave cnk, Restart burger, Dal Maestro and a few typical pubs in small villages