



BC. PAVOL KRUTÝ

ADDRESS // Kalinová 1255/13, 905 01 Senica, Slovakia

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EMAIL // me@palikruty.com

SEX // Male

DATE OF BIRTH // 30/6/1984

Online media passionate young professional with developed teamwork skills and a great working attitude.

www.palikruty.com

//WORK EXPERIENCE

CURRENT POSITIONS

ACCOUNT MANAGER & ONLINE MARKETING

SPECIALIST @ RECO s.r.o.

3/2013–PRESENT

The RECO s.r.o. advertising agency was established in 1992 and provides comprehensive services in the field of graphic design and creative design. Currently, RECO s.r.o. provides its clients with a full range of advertising services including print and online media.

- project management
- team management
- brand development and management
- cooperation with external partners, media agency
- setting marketing strategy, budget and marketing plan for brands
- print campaigns
- information design
- client strategy in online marketing
- social and online media consulting
- setting google campaigns
- social media content distribution on multiple accounts
- content marketing
- event planning
- managing projects financed by the Structural Funds and complete processing of legislation

FOUNDER & OWNER @ SENICA PLUS

2/2014–PRESENT

A plus for this city. A city lifestyle online magazine. Our motivation is to improve the lives of people, both young and old, to engage them, give them a chance to express themselves and to gain experience working in a team. Special topics such as „Support locals“, „Seničania abroad“, and „Famous residents“ are very popular.

- managing a team of young students
- mentoring on the topic of online marketing
- planning of events such as NIGHT RUN or SEIN (small local TEDx event)

PREVIOUS POSITIONS

MARKETING & PR MANAGER @ HC DUKLA SENICA

10/2012–8/2014

- handling all facets of public relations operations
- event planning
- publicity management
- media relations
- online strategy
- content distribution
- managing social media accounts (facebook, youtube, instagram, twitter, foursquare)



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// **WORK EXPERIENCE**

SUPPORT STAFF at PIZZERIA LIBRETTO TORONTO **9/2011–9/2012**

- working holiday in Canada
- one year experience program
- learning English

FLEET MANAGER OF HERTZ **6/2009–6/2010**

- caring for the company fleet / about 160 vehicles
- registration of vehicles
- monitoring and ensuring regular service
- inspections and routine vehicle maintenance and bundled record keeping
- reporting of damaged vehicle claims and communication with insurance companies
- communication with clients to reserve vehicles, recording their requirements
- preparation of documentation associated with the reservation and renting of a specific vehicle
- delivery and collection of vehicles to the client, and for maintenance as necessary
- settling of any claims related to rental service vehicles
- leading a group of four drivers

FLEET MANAGER @ EUROPCAR **10/2005–6/2009**

- caring for the company fleet / about 120 vehicles
- registration of vehicles
- monitoring and ensuring regular service
- inspections and routine vehicle maintenance and bundled record keeping
- reporting of damaged vehicle claims and communication with insurance companies
- communication with clients to reserve vehicles, recording their requirements
- preparation of documentation associated with the reservation and renting of a specific vehicle
- delivery and collection of vehicles to the client, and for maintenance as necessary
- settling of any claims related to rental service vehicles
- leading a group of four drivers

// **PERSONAL SKILLS**

EDUCATION

COMENIUS UNIVERSITY IN BRATISLAVA

Bachelor degree graduating in 2009 – Public Administration
Diploma Thesis – Internet penetration in Slovakia

UNIVERSITY OF TORONTO

Business English course 2012

INTERNATIONAL LANGUAGE SCHOOL OF CANADA

English course 2010



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// PERSONAL SKILLS

CERTIFICATIONS

INBOUND MARKETING METHODOLOGY BY INBOUND MARKETING UNIVERSITY
GOOGLE ADWORDS FUNDAMENTALS BY GOOGLE
GOOGLE ADWORDS ADVANCED SEARCH BY GOOGLE

LANGUAGES

SLOVAK LANGUAGE // native speaker
CZECH LANGUAGE // fluent speaker
ENGLISH LANGUAGE // fluent speaker
GERMAN LANGUAGE // basic knowledge

COMMUNICATION SKILLS

Good communication skills gained through my experience as a PR manager
Effective communication in difficult situations arising during tightly time-limited projects
Great negotiating and reasoning skills gained as a manager responsible for cooperation with multiple clients

ORGANIZATIONAL AND MANAGERIAL SKILLS

LEADERSHIP // responsible for internal team of 7-9 people
STRESS MANAGEMENT // managing a great number of projects with changing inputs
TIME MANAGEMENT // managing tasks within the projects parallel with daily operation
SOLVING CONFLICT SITUATIONS // managing personal aspect of team

JOB-RELATED SKILLS

FLEXIBILITY // ability to change from one topic to another with ease
GREAT INITIATIVE // ability to resolve problems proactively and independently
CREATIVE THINKING // ability to find "out of the box" solutions
RESPONSIBLE PERSON // pays attention to the details

COMPUTER SKILLS

MICROSOFT OFFICE
ADOBE PHOTOSHOP
TEAMWORK TOOL



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// **ADDITIONAL INFORMATION**



DRIVING LICENSE

B // MORE THEN 200,000 KM

PUBLICATIONS

FOURSQUARE FOR USERS 2013
FOURSQUARE FOR BUSINESS 2013