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ABOUT ME

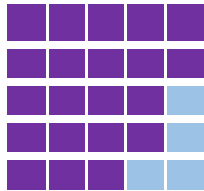
I am a freelance Digital Marketing Specialist in love with PPC advertising - Google AdWords, Sklik and Facebook Ads. I help different SMB clients and run favorite PPC trainings.

Being one of top freelance consultants in my country I am looking for a new challenge in Dubai.

SKILLS

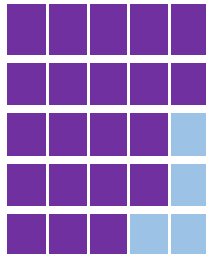
WORK

DIG. MARKETING
PPC
FACEBOOK Ads
ANALYTICS
STRATEGY



PERSONAL

COMMUNICATION
LEARNING
PRESENTATION
TEAM PLAYER
CREATIVITY



LUKAS KREJCA

DIGITAL MARKETING SPECIALIST

EXPERIENCE

(1/2012 – present)

DIGITAL MARKETING SPECIALIST

Lukask.cz

Being a freelance PPC specialist, I help my clients to advertise and sell their goods online. Thanks to this experience I have huge experience with client service. During the time I run successful blog and speak at important digital marketing conferences. I also learn other people at my PPC trainings and workshops.

(1/2015 – 9/2015)

MARKETING MANAGER

Pilulka Distribuce – online pharmacy retailer

For an online pharmacy retailer (Pilulka.cz / Pilulka.sk) I took care of all marketing activities including PPC, SEO, e-mailing, affiliate and social. One of my key responsibilities was to set up Analytics system (Google Analytics) and to comply with management KPIs. During this period this company became no. 2 in Czech market with the Y2Y profit increase over 200 %.

(4/2013 – 10/2014)

MARKETING SPECIALIST

Ticketon.cz – online ticketing service

My work as a Marketing Specialist for online ticketing service Ticketon was great experience in all fields of digital marketing. My responsibility was to create and manage performance campaigns for this projects (Google AdWords, Facebook Ads), manage affiliate program a execute e-mailing strategy.

(6/2011 – 6/2013)

DIGITAL MARKETING CONSULTANT

MarketUP – digital marketing agency

During my work for digital marketing agency MarketUP I have tried all important jobs in digital marketing. Being the first employee of this company I took care about most important clients, prepare strategies and execute campaigns. Every week I have been presenting news and educating other members of our team.

KEY HARD SKILLS

- AdWords Editor
- DoubleClick
- Facebook Ads
- GIMP
- Google AdWords
- Google Analytics
- MS Office
- Power Editor

EDUCATION

(2011 – 2014)

BACHELOR OF MARKETING COMMUNICATION

University of Economics and Administrative

ACHIEVEMENTS

- Having satisfied Clients – see my [references](#)
- Being a speaker at [Google Performance&Branding Summit](#)
- Being a [Certified Google Partner](#)

REFERENCES

"We love how Lukas is flexible and is a result oriented person. He meets all the deadlines and is simply a professionalist in his field."

Petra Janickova, President at Business Leaders Forum

source: LinkedIn

"We reached almost 10x sales volume increase in PPC advertising during the cooperation with Lukas."

Jan Cvetkov, managing partner LIMAL (CZ) s.r.o. (online retailer)

source: lukaskrejca.com