



Jiri Kral – Marketing Communications Manager

Expert for extensive digital communication and strategic 360° marketing as well as for holistic digital and classic marketing communication with a focus on sustainable performance strategy to achieve the set KPIs as well as clear brand communication in an international and national environment.

- 20+ years of experience in digital & classic marketing communication
- Experienced in brand management & corporate communication
- Expert for strategic and integrated omni-channel campaigns
- 10+ years of experience in content and social media marketing

PROFILE

Goal- and performance-oriented is important to me in my work. With an authentic and emotional marketing-communication approach, I try to build a connection with the target group in order to consolidate trust. In addition, a long-term and goal-oriented marketing communication strategy is important for successful campaign implementation.

Successful advertising campaigns are characterized by poignant stories. These are developed in a team of internal and agency employees. Sustainable and long-term success is ensured.

CONTACT

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- [LinkedIn Profile](#)

SUCCESSSES

01. 15% higher conversion rate

Due to targeted measures in digital communication and acquisition / performance, applications were increased by up to 15% per month.

02. Automation & Dynamization

With the dynamization and automation of digital advertising material creation, production costs have been saved by up to 60%.

03. More new customers

With targeted customer communication, CRM and e-newsletter measures have gained up to 40% more new customers per mailing.

CAREER

SENIOR MARKETING MANAGER 04.2019 - present

Swisscard AECS GmbH, Horgen | Financial Sector, Consumer Credit, FMCG

As Marketing Manager for the "SWISS Miles & More Credit Cards" portfolio, I am responsible for the **planning, conception, implementation** and **success monitoring (analysis)** of cross-media marketing campaigns and other projects. The main goal is to acquire new customers by carrying out the online application process for a consumer loan (credit card application).

- Planning and implementation of the "digital first" strategy in combination with 360° classic marketing communication measures
- Digital & classic marketing campaigns and projects incl. analysis & optimization
- CRM measures, direct marketing & e-mail marketing campaigns
- Brand management (CI/CD guidelines)
- Creation of advertising material digital and classic (banners, print, brochures, etc.)
- Budget planning, responsibility and control
- Management of agencies (creative, media, SEA & technology and PR)
- Cooperation with stakeholders and the franchise partner SWISS

SUCCESSSES

- 60% cost savings in advertising material production
- Increase advertising impact by up to 60% with an omni-channel strategy
- Ø 15% higher monthly conversion rate
- 30% higher CVR for strategic e-direct mailings

PROJECT MANAGER & ONLINE MARKETING MANAGER

Filabé of Switzerland AG, Zurich, FMCG Health & Beauty 11.2018 – 03.2019

- Restructure the online team, find a performance/growth hacking agency, and establish a presence on social media.

Doppelleu Boxer AG, Winterthur | Consumer Goods FMCG 08.2018 – 10.2019

- Project manager for the redesign of the company website. Creation of a social media strategy

SENIOR MARKETING MANAGER 01.2013 – 04.2018

The Walt Disney Company Switzerland GmbH, Zurich | Entertainment & FMCG

The focus is on the distribution of films, home entertainment products and merchandise. With omni-channel measures (TV, radio, digital, events, print, (D)OOH and others) and responsibility for the Marvel, Disney and Disney Animation franchises, the goal was to find promotion partners, generate awareness and attention for the film and product and thus promote sales.

- Development and implementation of holistic marketing and communication strategies
- Campaigns for assigned Movies & Franchises (Marvel)
- Coordination, coordination and approval of strategies at national and international level
- Total budget management and cost control
- Up to 70% «earned media»-value generated for promotion with third-party partners
- Leadership of agencies and partners and stakeholders
- Sponsoring Management, Trade Fair and Event Management

SUCCESSSES

- Over 250,000 active followers on the Disney Switzerland Facebook Page
- Over 60% interaction rate of all Facebook posts (likes, comments, shares)
- 10% increase in visitors to Marvel films in Switzerland
- Planning and implementation of trade fairs and events with sponsoring partners

SOFT SKILLS

- Networked & holistic thinking
- Goal-oriented & flexible
- Hands-on
- Teamwork & Independent
- Initiative, fresh, creative & innovative
- Entrepreneurial thinking

HARD SKILLS

- Marketing Strategies & Concepts
- Planning & Creating Media Plans
- Management of agencies
- Partner Management
- Events & Trade Fairs Management
- Project team and team leadership

LANGUAGES

Mother tongues

German, Czech



English (C2)



French (B2)



Italian



IT & TECHNICAL EXPERTISE

GOOGLE & ANALYTIC TOOLS

- Google DV360, AdWords, SEO, Google Analytics, Piano, Adobe Analytics

GRAPHICS & AI TOOLS

- Adobe Creative Cloud (Photoshop, InDesign, Acrobat), Canva, MS Designer

CMS, E-COMMERCE & PROJECT MANAGEMENT

- Magnolia, Drupal, Typo3
- Magento, Wix, Shopify
- Asana, Monday, Figma, Frontify and others

CRM, EMAIL & SOCIAL MEDIA MARKETING

- Salesforce, Mailchimp, Mailer Lite, Emplifi, HubSpot, Hootsuite, Linktree, MS Dynamics 365

OPERATING SYSTEMS & MISCELLANEOUS

- MS Windows, MS Office 365, macOS

LEISURE & PRIVATE

In my free time, I do sports (e.g. yoga, swimming, cycling, fitness), I am also a passionate consumer of films, series and documentaries, and I also like to experiment in the kitchen as a hobby chef. I like to discover new countries, cities and relax with good music or a good book.

ADMISSION & SALARY

Upon agreement

DIGITAL DIRECTOR 02.2012 – 01.2013

Optimum Media Direction Schweiz AG, Zurich | Media Agency (Consulting & Planning)

At OMD Schweiz AG, I was responsible for the "Digital" division across all units. For the technical management of digital planners. Consultant to the client "MIGROS" for strategic marketing communication of promotions and implementation of digital and classic media plans. Team leadership of three media planners

ONLINE COMMUNICATIONS PROJECT MANAGER 11.2009 – 01.2012

Orange Communications SA, Zurich & Renens | IT & Telecommunications, FMCG

Product and brand communication in cooperation and target agreement with the sales and performance department. Project Manager Social Media Communication incl. Community Management and Implementation of Competitions

- Strategic use of social channels for customer communication
- Planning and implementation of online video advertising
- Launch of the digital video advertising campaign for Orange Me

ACCOUNT MANAGER | DIGITAL CONSULTANT 09.2008 – 10.2009

Zed digital AG, Zurich | Media Agency (Consulting & Planning)

Advising national and international customers. Planning & implementation of digital media plans and strategic coordination with internal stakeholders. Advice on visibility, customer journey, customer experience and usability. Successful campaign management and implementation. Team leadership of two employees.

Successes

- 20% increase in sales through the use of online video advertising for L'Oréal Paris
- 15% shipping of Cailler Branchli chocolate for Valentine's Day

ONLINE & CRM COMMUNICATIONS MANAGER 02.2007 – 08.2008

Swisscom (Switzerland) Ltd, Zurich | IT & Telecommunications, Media, FMCG

Performance marketing and communication of the company's own products with e-mail marketing and client relationship measures as well as the planning and implementation of advertising placements on bluewin.ch. Independent project management of the promotion campaign with video competition from A-Z.

Successes

- Second place at the Swiss Web Awards for integrated digital marketing
- Over 5,000 video uploads of the karaoke song "Love is in the Air" for the OneBrand promotion

Details of all positions can be viewed on the [LinkedIn](#) profile

EDUCATION AND TRAINING

- CAS Digital Advanced Marketing | ZHAW School of Management and Law (2021)
- Eidg. Dipl. Marketing Planner | SAWI Academy for Marketing & Communication (2005)
- WebPublisher SIZ | IFA The Knowledge Company (1999)
- Federal Dipl. Commercial Employee | KV Business School, Zurich (1995)

REFERENCES

Dario Del Siena - Client Advisor, Adisfaction | *"It is amazing how he was able to bring together a powerful team of internal and external specialists from a one-man show and lead them to joint success. There is a culture of cooperation and trust in the team in question, which spurs and motivates people to perform at their best."*

Jonas Hubacher, Customer Advisor, Futureworks | *"He uses his wealth of experience skilfully and purposefully and is always ready to take on new perspectives and try, evaluate and test new things. He has broad expertise in the field of digital marketing, manages to think about complex issues in a networked way and to plan and implement marketing measures in the sense of a continuous customer journey."*

Charlotta Falk, Head of Client Services, Futureworks | *"He focuses on the business objective while continuously striving to perfect the customer experience. He demonstrates a forward-thinking approach and brings a holistic perspective beyond his immediate area of responsibility. In his work, Jiri has a strong clarity of vision and is coupled with an openness to new ideas and approaches. This balanced approach makes him a dynamic brand ambassador and a great client."*