



## BA. TOMÁŠ PÍCHAL

tomas@pichal.cz

+420 773 965 247

Vacínova 859/13, Praha 8



Digital marketing specialist and graphic designer based in Prague, Czech Republic, with proven experience. Almost 10 years of work with Czech and foreign firms.

### Experience:

09/2019 - until now

#### **Specialist Digital Marketing Mary Kay (Czech Republic) s.r.o.**

- project management (cca 10 people)
- digital transformation related tasks
- constantly launching new digital tools for B2B
- optimizing B2B communication (segmentation)
- increased sales by optimizing marykay.cz/sk web
- newsletters in Salesforce MC with open rate 14%
- increased conversions using PPC campaigns
- improved consumer Apps thanks to surveys
- communication with Dallas and Moscow offices.
- B2B booth at Mary Kay conferences.

09/2016 - 09/2019

#### **Sr. Coordinator Digital Marketing Mary Kay (Czech Republic) s.r.o.**

- communicating with Dallas and Moscow offices.
- increased sales by optimizing marykay.cz/sk web
- preparing newsletters via Salesforce MC
- designing PPC campaigns
- improved consumer Apps thanks to surveys
- supporting other marketing and sales dpt.
- B2B booth at Mary Kay conferences.

04/2015 - 07/2016

#### **Marketing Manager Pantour s.r.o.**

- shaping brand identity of tour operator
- increased sales thanks to new UI/UX of website
- increased customer base in FB and INSTA
- better sales thanks to consumer response analysis
- design and build of newsletters with product dpt.

07/2014 - 01/2015

#### **Webdesigner Radio Free Europe/Radio Liberty**

- UX/UI Design
- infographics coding
- designs for newsroom

11/2011 - 02/2012

#### **Designer - Contractor CASABLANCA INT s.r.o.**

- UX/UI Design of server portal BIG BLUE ONE
- mobile app design for gps car tracking service.

09/2011 - 12/2011

#### **Designer - Contractor LOOSERS s.r.o.**

- working as designer for various clients.
- designing websites
- designing banners campaigns
- developing flash animations
- logo and brand identity
- cooperating with copywriters
- photographers and creative leaders.
- clients: ACTIVE 24, Skřivánek, JRD, Czech Tourism, Catworks and others.

09/2007 - 08/2011

#### **Graphic Designer, Webdesigner TRAVELDESIGN.cz a.s.**

- design and consulting for major tour operators
- managing projects from design to production
- webdesign and coding
- market analysis
- managing project E-Brochures
- communication with vendors



## BA. TOMÁŠ PÍCHAL

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I received a BA (Hons) degree in Graphic Design and Visual Communication from Teesside University. The tuition was held at Prague College, where I received also HND degree from Graphic design.

### Main skills:

- problem solving
- cross team collaboration
- design thinking
- analytical skills
- goal oriented thinking
- empathy
- adaptability
- flexibility
- art direction
- corporate identity
- typography

### Technical skills:

- Adobe Creative Suite
- Adobe Marketing Cloud
- Salesforce.com
- Salesforce Marketing Cloud
- Wordpress
- SEO
- CSS
- HTML

### Education:

2013 - 2014

#### Teesside University

BA (Hons), Graphic Design  
(Top Up) at Prague College

2013

#### Prague College

HND Graphic Design

1998 - 2006

#### Masarykovo gymnázium Vsetín

General education

### Languages:

**English** - fluent

**Spanish** - fluent

**Czech** - native

**Korean** - beginner

FOR MORE VISIT

**DESIGN.PICHAL.CZ**