Mgr. Andrea Varmužová



Marketing & Digital Manager

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Marketing leadership | Brand management | Team leadership | Performance marketing | Meta Ads | Project management | Applied AI | Events | Influencer marketing

PROFILE

Marketing manager with more than 10 years of experience in agency and corporate environments. Experience in managing marketing across brands and leading teams, budgets and projects. Connecting marketing strategy with business goals, from brand building to evaluating results. Alongside management experience, hands-on experience with performance advertising, website building and practical use of AI.

2016
in marketing since

24
brands worked with

17
brands in an automotive group

8
people in a directly led team

WORK EXPERIENCE

Marketing Strategy & Performance Advertising
2020 – present

Self-employed consultant · CZ, SK, AT

- Developed marketing strategies with company leadership, connecting business goals, customer needs and available data.
- Analyzed marketing, digital processes and the customer journey; identified weak points, designed and implemented changes.
- Managed Meta Ads and Google Ads independently within client marketing teams; optimized campaigns and delivered e-mailing and reporting.
- Built the **Hart Medical** brand from the ground up – positioning, communication strategy and market-entry preparation in aesthetics and skincare.
- Managed performance marketing for B2C e-shops **Anela and Powerlogy** with ad budgets of approx. CZK 70,000 per month, creative testing and remarketing; achieved ROAS 6.2.
- Built websites, landing pages and marketing automations with AI; developed a custom tool for managing and evaluating ad campaigns.

Head of Group Marketing
03/2025 – 02/2026

AUTO UH · Uherské Hradiště

- Led marketing for an automotive group covering **17 brands and 9 dealerships** in the Czech Republic.
- Led and trained a team of eight specialists; coordinated external agencies.
- Coordinated work with the managing director, dealership directors and importers; planned a budget of approx. CZK 100,000 per month.
- Optimized campaigns, creatives and landing pages based on data and sales results; achieved an overall **ROAS of 12** within six months.
- Delivered marketing and production for the BYD, Chery and Škoda showroom openings, including PR and influencer marketing.

Marketing Manager
2020 – 2023

RI OKNA · Bzenec

- Managed two internal and two external colleagues and agencies.
- Directed B2B/B2C marketing across six European markets (CZ, SK, AT, DE, IT, CH), including company-owned and franchise stores in CZ and SK; planned budgets of up to approx. CZK 20,000 per month.
- Established content marketing and the channel mix including performance campaigns; increased enquiry volume by approx. 25% through monitoring and optimization.

Sales & Branch Management
2019 – 2020

POSTELIA · Brno

- Managed the Brno branch, overseeing day-to-day operations and sales.
- Led sales and customer experience, including the in-store team, with full responsibility for results.
- Delivered a monthly branch turnover of approx. CZK 2 million.

Project & Production Manager
2017 – 2019

KHS + Zlín Design Week · Zlín

- Managed approx. 13 events per year for KHS and Zlín Design Week, coordinating teams, suppliers and budgets.
- Led full production of live broadcasts, fashion shows and side programmes of the Zlín Design Week festival.

Marketing Assistant
2017 – 2018

Crea Vision · Uherské Hradiště

- Developed social media content for local businesses – graphics, photography, video editing, influencer and UGC.
- Coordinated the Slovácké beachové léto festival with the organizing team (approx. 25,000 visitors per festival).

Junior Account Manager
2016 – 2017

Zaraguza · Prague

- Designed strategies and content plans for client brands based on research insights (Behavio, qualitative focus groups).
- Delivered campaigns and content for L'Oréal, Olympus, Škoda, Algida and Leerdammer, including some of the first influencer campaigns in the Czech and Slovak market.

SKILLS

Marketing & management	marketing and communication strategy, brand management, project management, budget management, agency management, event management, PR, influencer marketing
Performance & data	Meta Ads, Google Ads, Sklik, ChatGPT Ads, SEO (search engine optimisation), GA4 (Google Analytics 4), Google Search Console, CRM, Ecomail
AI & digital tools	Claude, Claude Code, ChatGPT, Make, Notion, WordPress, Lovable, Figma, GitHub, Vercel, Canva, CapCut

EDUCATION

MA and BA in Marketing Communications – Tomas Bata University in Zlín
2013 – 2019

Faculty of Multimedia Communications · Zlín · BA 2013–2016, MA 2016–2019

CERTIFICATIONS

Claude 101, Claude Code 101, Claude Code in Action – Anthropic	2026
GitHub Foundations (GH-900) – Microsoft	2026
GAIQ – Google Analytics Individual Qualification – Google	2023

TRAINING

AI First – Jindřich Fáborský	2026
Performance Advertising and Campaign Evaluation courses – Honza Bartoš	2026
Building PPC Campaigns with AI – Jakub Herrmann, PLACEMENT.cz	2026
Fundamentals of Digital Marketing – Google Digital Garage	2021

LANGUAGES AND OTHER

Languages	Czech – native, English – B2
Other	Driving licence B · Interests: DJing, design & architecture (tiny houses), Pilates & skiing