
MONIKA SVOBODOVA

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Summary

French & English & Czech speaking brand and marketing manager.

Specialised in marketing in international environment, I have a proven record in brand management, marketing strategy and marketing communications.

Customer-oriented, hard-working, adaptable and able to handle global projects successfully, from the early stage to the effective application.

After work experience in France, currently seeking a new position in marketing in London which will utilize my 'can-do' attitude, fresh thinking and meticulous attention to detail.

Key skills

Brand strategy - As a project manager, I realised brand portfolio audit (180+ trademarks), determined global & brands (25 brands) and designed brand architecture.

Marketing communications - As a Branding & communications manager, I prepared modern marketing & communication pack to support new launches worldwide-deployed and translated in 10 countries.

Brand and Product Management; Communications; Event management; French; English; Czech

Experience

Brand & Communications Manager, AIR LIQUIDE; Paris - 04/2012 - 07/2014

Air Liquide is the world leader in gases, technologies and services for Industry and Health.

Air Liquide - 80 countries, 50 000 employees and €15,225 million revenue in 2013.

Responsibilities

- Managing global project of rebranding trademark's portfolio (180+ trademarks)
- Benchmarking & Performing competitors analysis
- Managing relationship with communication agencies (brief, project monitoring)
- Supporting launching of new brands and new products
- Ensuring brand consistency within Group worldwide affiliates
- Managing internal communication events

Key achievements

- Designed new brand architecture and strategy
- Contributed to creation of brand and communication guidelines
- Created marketing & communication pack of new brands and new products - ad campaign, video, POS
=> deployed in 10 countries in 2013/2014
- Created 4 brand books (ex. ARCAL™, ALbee™)
- Organised international marketing meeting for 70+ general managers

Marketing consultant, Freelance; Prague - 03-08/2011

- Supported French companies in their business development in Czech Republic.

Marketing Manager, Galilée Conseil Opérationnel; Prague - 04/2009 - 02/2011

Galilée Conseil Opérationnel is consulting cabinet focused on French and international tax system.

Small company with 4 employees.

Responsibilities

- In charge of company's marketing and communication
- Managing relationship with customers in France and in Czech Republic
- Supervising tax management
- In charge of VAT return in European Union

Key achievements

- Prepared and implemented marketing plan and strategy
- Created website, corporate brochure, product sheets
- Translated contracts, accounting documents

Education

Post Graduate Master's Degree — Sciences Po Paris, France - 2011-2012

Management and World Economics - Program Copernic - French scholarship

Master's degree — Business School EMS, Strasbourg, France - 2008-2009

International marketing and business

Master's degree — Louis Pasteur University, Strasbourg, France - 2007-2008

International Management

Bachelor's degree — Louis Pasteur University, Strasbourg, France - 2004-2007

Economics and Sciences

Language skills & IT

French - Bilingual

English - Fluent

Czech - Native speaker

Proficient with Microsoft Office, in both PC and Mac environments

Interests

Basketball

I have been playing basketball for 20 years.

France - 3rd level of Women French League - 2004-2007; Representation of University

Czech Republic - 1st place at Czech Championship U16 in 2000; 1st place at Czech Championship U18 in 2001

References

Recommendation letters and references available upon request.