

# MARTIN MINAŘÍK

Leading multi-layered, international marketing teams to build stronger brands in Europe

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## EDUCATION

### CEMS INTERNATIONAL MANAGEMENT

- 2x Master's degree **Ing.**, **CEMS MIM** with honours
- Vienna + Prague University of Economics & Business

### CORPORATE ECONOMICS AND MANAGEMENT

- Bachelor's degree **Bc.** with honours
- Prague University of Economics and Business

## LANGUAGES

Czech (native, C2) English (proficient, C2)  
German (upper-intermediate, B2)

## TOOLS



## ACHIEVEMENTS



Preparing communication strategy with regional synergies that secured 3x funding and delivered improved media & brand strength metrics.



Achieving 5 years as the Europe's fastest growing business unit in my multiple roles with different teams.



Building psychologically safe teams. Selection & development of talents to deliver top results and become leaders of their own teams.



Leading local-heritage brand development projects to future-proof the brand's portfolio & communication.



Proven track record of learning on the job. From marketing to digital & media and then to sales. From management to leading other leaders.

## ABOUT ME



## WORK EXPERIENCE

### UNILEVER (JAN 2016 – today)

#### Digital Marketing, Media & Digital Commerce Leader East Europe (SEP 2022 – today)

- Building regional mental availability, always-on presence and digital commerce strategy including retail media mainly in Poland, Czechia, Greece, Hungary and Romania
- Responsible for 3 teams, each with its own leader, consisting of 12 people in total, located in 4 countries

#### Digital Hub, Media & E-commerce Leader CZ/SK (AUG 2020 – SEP 2022)

- Crafting holistic communication strategies to lead consumers throughout the marketing funnel
- Monetizing demand with data-driven campaigns and direct sales relationship with e-commerce retailers
- Responsible for 11 direct reports

#### Digital Transformation Officer CZ/SK (MAY 2019 – JUL 2020)

- Leading the re-definition and optimization of digital communication and presence of Unilever brands in CZ/SK
- Building a new team and finding synergies with internal departments as well as external partners

#### Category Marketing Manager CZ/SK (OCT 2017 – APR 2019)

- Leading national product category strategy across all 4Ps (product formulation & portfolio; channel strategy & in-store; promotion & pricing; communication & media) in cooperation with global marketing teams

#### Brand Development & Brand Building Manager CZ/SK (FEB 2017 – SEP 2017)

#### Brand Building Manager CZ/SK (JAN 2016 – JAN 2017)

### L'ORÉAL (JUN 2012 – DEC 2015)

#### Product Manager CZ/HU/SK (DEC 2014 – DEC 2015)

- Responsibility for 360° marketing campaigns for L'Oréal Paris hair care and styling brands:
- Developing an EFFIE award-winning digital campaign based on storytelling with the first-ever local ambassador

#### Junior Product Manager CZ/HU/SK (OCT 2013 – NOV 2014)

#### Marketing Intern AT (MAY 2013 – OCT 2013)

#### Marketing Intern CZ/HU/SK (JUN 2012 – JAN 2013)

### SELF-EMPLOYED (JAN 2007 – SEP 2013)

#### Presenter and producer

- Preparation & hosting of +60 events; founder of official university party and rock concert series



## HOW I WORK

### INSPIRE OTHERS TO BE THEIR OWN HEROES

#### Entrepreneurial

Analytical & results driven

Sales, negotiation & presentation skills

#### Marketing

Consumer Centricity

Communication strategy & media know-how

Continuous learning & constant improvement

#### Leader

Building & developing teams

Setting structure, goals & empowering