

Šárka Ševčíková

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💡 Experienced in content development, web design, and online marketing, with a focus on digital accessibility

🚀 Quick learner with a keen eye for detail and a strong customer-oriented approach. I enjoy creative work and exploring new ideas.

🧘 Yoga practitioner, capturing moments on film, having a strong fondness for Nordic countries

EXPERIENCE

E-COMMERCE SPECIALIST

Avon | 10/2024–ongoing

- Managing Czech and Slovak websites, overseeing the full process from planning to execution
- Driving content SEO strategy through the creation of product descriptions, titles and meta descriptions to enhance visibility and tracking key performance metrics
- Supporting continuous improvement of workflows and processes

Using proprietary CMS, OpenText Web CMS (TeamSite), Umbraco, Semrush, Google Analytics, Looker Studio, Microsoft Excel, Figma

DIGITAL SPECIALIST

Coral Travel, on-site | 11/2022–9/2024

- Crafted marketing campaign landing pages, forms, and emails, while handling all aspects of content review, design, and reporting
- Identifying and documenting issues on B2C and B2B platforms, managing tasks triaging

Utilizing Jira, Asana, proprietary CMS, SALESmanago automation platform, Google Analytics

MARKETING COORDINATOR

Wunderman Thompson, remote | 11/2020–04/2022

- Collaborated with Microsoft stakeholders to craft and launch digital campaigns for Microsoft Azure across the CEE region. This role involved web development, email marketing, localization, and lead management.
- Managed digital marketing projects, ensuring they were completed on time and delivered clear results
- Conducted training sessions on the Scrum framework, ticketing systems, and processes

Used Dynamics 365, MS Clarity, Adobe Photoshop, Illustrator, Adobe Analytics, Power BI

TECHNICAL WRITER

Rockwell Automation, remote | 01/2020–10/2020

- Collaborated with multiple teams to create, design, and improve the technical documentation

- Enhanced documentation by developing tutorials, how-to articles, and an online map of all involved toolkits and their dependencies

Utilized agile tools like Jira and Confluence, along with Adobe XD, Markdown, Wordpress, Draw.io diagramming tool, git version-control system

DIGITAL SERVICE DELIVERY PLANNER FOR MICROSOFT

Wunderman Thompson | 12/2018–12/2019

- Coordinated the website and HTML emails creation process and guided stakeholders on web design, accessibility, tools, and best practices
- Responsibility for the output of the Digital Team of 10+ members

Leveraged ServiceNow, Dynamics 365, proprietary CMS, Adobe Photoshop, Web Content Accessibility Guidelines (WCAG) and Microsoft Accessibility Standards to meet accessibility requirements.

DIGITAL SPECIALIST / CODER

Wunderman Thompson | 09/2017–12/2018

- Developed and maintained responsive and accessible Microsoft corporate websites and HTML emails, Quality Assurance
- Redesigned websites to align with brand guidelines, design system, and accessibility standards

Used proprietary CMS (SiteMuse/ MSCOM CMS, RedTiger CMS), Wordpress, HTML5, CSS3, JS, Bootstrap/ Microsoft Web Framework, WordPress, Salesforce Marketing Cloud, Litmus Email Testing Tool, Adobe Photoshop

TOOLS

- **Web technologies:** HTML5, CSS3, basics of JS, Web Content Accessibility Guidelines
- **Marketing:** SALESmanago, Salesforce Marketing Cloud, Litmus Email Testing
- **Multimedia:** Adobe Photoshop, Illustrator, Figma
- **Wordpress** (simple theme development using HTML, CSS, and basics of PHP), Elementor Pro
- **Project management tools:** Jira, Confluence, ServiceNow, Dynamics 365, Asana
- **Analytics tools:** Google Analytics, Microsoft Clarity, Semrush

EDUCATION AND CERTIFICATIONS

Professional Scrum Master issued by Scrum.org

acquired skills: the Scrum framework, the Scrum Master role, how to apply Scrum

Google UX Design issued Coursera/ Google

acquired skills: the foundations of UX design, wireframing, prototyping, Figma

Higher professional degree in Economics and Marketing

LANGUAGES

English professional proficiency

Swedish intermediate (B1/B2), Glossa Sweden school graduate