

# RENÉ LE

## Freelance Marketing Specialist

### CONTACT

- ✉ **rl.renele@gmail.com**
- ☎ **+421 940 511 473**
- 📍 **Dobšinského 8, Žilina, Slovakia**

### ABOUT

I am a goal-oriented person with a perspective on continuously improving and expanding my skillset. I am passionate about marketing and sales, and as the world moves faster in the digital space, I want to acquire the knowledge to work more effectively within it.

Date of Birth: 23.08.2001



### PRACTICAL SKILLS

#### PROJECT MANAGEMENT:

- **CLICKUP**
- **CONNECTTEAM**
- **NOTION**

#### E-COMMERCE:

- **PPC (META, GOOGLE ADS, PINTEREST)**
- **LOGISTICS (PACKETA. DPD, GLS)**
- **STRIPE INTEGRATION**
- **WEB DEVELOPMENT**
- **WEB DESIGN**
- **WOOCOMMERCE**

#### WEB DEVELOPMENT:

- **WEBFLOW**
- **WORDPRESS**
- **SHOPIFY**
- **SQUARESPACE**
- **WIX**

#### SEARCH ENGINE OPTIMIZATION (SEO)

- **ON-PAGE SEO**
- **OFF-PAGE SEO**
- **KEYWORD ANALYSIS**

#### PROGRAMMING LANGUAGES:

- **HTML (JUNIOR)**
- **CSS (JUNIOR)**
- **JS (JUNIOR)**

### JOB EXPERIENCE

#### E-SHOP CONTENT MANAGER / E-MAIL MARKETING SPECIALIST

NEBBIA, s.r.o. / Žilina, Slovakia / JAN 2024 - SEP 2024

- E-shop Admin (Sellio / Wordpress)
- E-Mail Marketing
- Contribution to campaigns, collection launches, designs...

#### SALES REPRESENTATIVE

brainit.sk, s.r.o. / Žilina, Slovakia / MAR 2023 - AUG 2024

- Cold Calling
- CRM Management
- B2B E-mail automatizations

#### CALL CENTER REPRESENTATIVE / TELESALES

**Greg Hamm, s.r.o.**

Greg Hamm, s.r.o. / Žilina, Slovakia / OCT 2022 - MAR 2023

- Telesales
- Customer Support

### EDUCATION

#### HOTEL ACADEMY

Culinary Chef  
Žilina, Slovakia / 2017 - 2020

### LANGUAGES

**ENGLISH:** C1

**SLOVAK:** C2 (Native)

### COURSES / CERTIFICATIONS:

#### CERTIFICATE MICROSOFT EXCEL ASSOCIATE

Certiport / August 2023 - September 2023

**ACQUIRED DRIVING  
LICENSE:**

**B**

## EXPERIENCED IN

### DIGITAL MARKETING:

- START-UP PROJECT MANAGEMENT
- SOCIAL MEDIA MANAGEMENT
- AFFILIATE MARKETING
- BRAND BUILDING
- FUNNEL BUILDING

### OFFLINE MARKETING:

- PR (INTERVIEWS, SEMINARS, EVENTS)
- BRAND AWARENESS (PRINT)
- EVENT MANAGEMENT

### E-MAIL MARKETING:

- KLAVYIO / MAILCHIMP / ECOMAIL
- CONTENT MANAGEMENT / PLANNING
- DATA ANALYSIS / REPORTING
- DATABASE MANAGEMENT
- AUTOMATISATIONS

### TOOLS:

- FIGMA
- ADOBE PHOTOSHOP
- ADOBE AFTER EFFECTS
- ADOBE LIGHTROOM
- DAVINCI RESOLVE

## PROJECTS / FREELANCE WORK

### MINERAL DEO CRYSTAL

[www.deocrystal.sk](http://www.deocrystal.sk)

MAR 2023 - ON-GOING

- Co-Founder of brand MINERAL DEO CRYSTAL
- Head of Marketing / Creative director
- Web designer & developer
- SEO ranking
- PPC

### DigitalBerry, s.r.o.

[www.digitalberry.sk](http://www.digitalberry.sk)

SEP 2024 - FEB 2025 (Freelance)

- Account Management
- Task Management
- Wordpress Admin (Elementor)
- Web design templates building

### ENEX

[www.enex.sk](http://www.enex.sk)

MAY 2024 - DEC 2024 (Freelance)

- Marketing consultant
- Graphic design work
- UX/UI Design (Figma)
- Front-end development (Webflow)
- PPC
- SEM (Search Engine Marketing)

### eSyst, s.r.o.

[www.esyst.sk](http://www.esyst.sk)

JUL 2024 - ON-GOING (Freelance)

- Head of Marketing
- UX/UI Design (Figma)
- Web development (Wordpress Elementor)
- Web administrator
- E-mail Marketing

## ADDITIONAL INFO

I'm a business-minded freelancer with a diverse skill set and a wide range of experience. Most of my work is the result of ambition, discipline, and self-reflection. I've always dreamed of fully dedicating myself to my passions, and after finishing my studies, I didn't hesitate—I dove right in. I started dozens of small projects, investing my time, money, and sometimes even my sleep. But this journey gave me valuable experience across various systems, tools, and business areas. Since then, I've been eager to keep expanding my knowledge in marketing, building strategies, organizing systems, and more. I can honestly say that marketing has become my passion, and I'm fully committed to it.

## HOBBIES AND INTERESTS

I invest a lot of time in education, self-development and creative pursuits. I write journals, read books, workout, make music, paint and a lot more. If I would write all of my interests, I could write a whole book about it.

## GOALS AND AMBITIONS

My goal is to achieve freedom in my career. Being able to choose what to pursue gives me peace of mind. Whilst I'm driven by my own career ladder, my biggest ambition is to build, expand and maintain.