Josef Hanus

CV



About me

A marketer by education and by passion. A copywriter and occasional poet. An improvisational actor through and through, and a lecturer in applied improvisation. A graduate of the Digisemestr digital marketing course. An athlete and a dancer. I enjoy taking on new challenges. You can rely on me – I'm punctual and dependable. I know how to get genuinely excited about a project while also forging my own original, creative path to find the best possible solution to any problem.

Professional skills

- Marketing
- Brand Marketing
- Digital Marketing
- Strategy
- Social Media
- Project Management
- Copywriting
- Event hosting
- Facilitation

Contact details

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Work experience

2021 - Present
Brand & E-commerce Manager
CS Apparel Group a.s.

- **Brand, Marketing & E-commerce Manager for the French menswear brand celio across the CZ/SK markets**
- **Brand & Marketing:** budget planning, strategy development, and brand awareness growth; planning, ideation, and execution of local campaigns across the full communication mix; collaboration with influencers and brand ambassadors.
- **E-commerce:** budget planning and management including promotional activities; data analysis; loyalty program design; creation of automated email campaigns. Collaboration with internal teams (web development, CRM, graphic design, customer care, retail, logistics) as well as external partners (production, performance marketing).

2021 - Present
Applied Improvisation Lecturer
Škola improvizace

- **Lecturer of semester-long applied improvisation courses**
- Development of soft skills (creativity, collaboration, presentation skills, etc.) using applied improvisation methods.

Courses & Certifications

Graduate of courses at **Škola improvizace**
- from personal development to theatrical improvisation

Graduate of the **Digisemestr** digital marketing course

Absolvent **Letní žurnalistické školy Karla Havlíčka Borovského**

Graduate of a **one-year facilitation training programme** at the Po Poli development and therapeutic centre

Language skills

English
- C1 level
- FCE (First Certificate in English)

German
- B2 level
- Secondary school leaving exam (Maturita) in German

Personal qualities

- Communicative
- Sociable
- Reliable
- A team player
- Responsible
- Organized
- Empathetic
- Eager to learn new things and meet new people

Interests

- Sports – ballroom dancing, football
- Music – guitar, ukulele, piano
- Improvisational theatre
- Personal development and education
- Travel

2018 - 2021
Head of Social Media
Revolta s.r.o.

- Led a six-member team focused on content creation, strategy, and social media campaigns.
- Clients: Bobcat EMEA, Pizza Hut CZ/SK, BSH CZ/SK, Philips Hue, and others.

2015 - 2018
Account & Digital Manager
Revolta s.r.o.

- Client communication and preparation of a wide range of assets and campaigns – from social media to Google Ads.
- Clients: Nike CEE, Bobcat EMEA, and others.

2013 - 2015
PR Executive
Native PR, s.r.o.

- Preparation of press releases and conferences, as well as collaboration on communication strategies.
- Clients: Czech Banking Association, ING, Henkel, Mondi Štětí, Quick-step, and others.

Education

2016 - 2019

- **Media Studies**
- Faculty of Social Sciences, Charles University in Prague
- Completed with a Master's degree

2018 - 2019

- **Communication and Media**
- Loughborough University, winter semester of the 2018/2019 academic year as part of the ERASMUS+ programme

2012 - 2016

- **Marketing Communication and Public Relations**
- Faculty of Social Sciences, Charles University in Prague
- Completed with a Bachelor's degree