



MICHAL HAJTAS

DIGITAL MARKETING

ABOUT ME

Passionate growth marketer with over 3 years of experience within digital marketing, primarily focusing on growth marketing and website optimization.

SKILLS

Digital Marketing	●●●●●●
SoMe	●●●●●●
SEO	●●●●●●
SEM	●●●●●●
Graphic Design	●●●●●●
Microsoft Office	●●●●●●
Business Development	●●●●●●
Project Management	●●●●●●
Photography	●●●●●●

CONTACT

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<https://michalhajtas.com/>
<https://overhorizonmedia.com/>

EXPERIENCE - SHORT

Sep 2021 - Present	Growth Marketer Soar
Nov 2020 - Nov 2021	Marketing Manager AutoPi
Mar 2021 - Present	Founder & CEO Overhorizon Media
Feb 2021 - Jun 2021	Marketing Manager Redeem Tech
Nov 2020 - Dec 2020	Graphic Design Intern Ace Sports Media
Apr 2020 - Jul 2020	Digital Marketing Intern Streetammo
Jan 2019 - May 2019	Digital Marketing Intern Swiftfox

EDUCATION

University College of Northern Denmark
2017 - 2021 | BA - International Sales and Marketing

European English School
2010-2015 | Bilingual High School

EXPERIENCE - EXTENDED

Sep 2021 - Present **Growth Marketer - Full-time**
Soar

- Search Engine Optimization (SEO)
- Developing and gathering ideas for overall growth of the company
- Converting ideas into experiments, running, tracking and analyzing them
- Boosting the acquisition stage of the funnel
- Focusing on Conversion Rate Optimization (CRO) and inbound marketing channels
- Implementing High Tempo Testing

Nov 2020 - Nov 2021 **Marketing Manager - Full-time**
AutoPi

- Developing digital marketing campaigns and strategies
- Optimizing website and finding leads
- Establishing and improving an SEO presence
- Optimizing existing content as well as creating new appealing content
- Communication with both B2B and B2C clients

Feb 2021 - Jun 2021 **Marketing Manager - Freelance**
Redeem Tech

- Developing a marketing plan for the current project "Homies"
- Generating ideas, improvements and strategies for the overall project
- Leading marketing, content and design team
- Collaborating with business and development teams

Nov 2020 - Dec 2020 **Graphic Design Intern - Full-time**
Ace Sports Media

- Creating a new visual identity of the social media platforms
- Maintaining SoMe platforms
- Creating visuals for SoMe, website, ads and more

COMPETENCIES

Marketing - SEO, Website Optimization, CRO, Content Creation/Optimization, Campaigns, Ads, Consulting, SoMe

Graphic Design - Visuals, Graphs, Elements, SoMe posts, Banners, Infographics

Business Development - Researching, Generating business ideas/improvements, Planning, Leads

Leadership - Leading a team towards the company's goals, Presentation skills, Organizing

LANGUAGES

Slovak - Native

English - Fluent

Spanish - Beginner

TOOL I USE

Google Analytics
Google Search Console
Ahrefs
WordPress
Prestashop
Shopify
Microsoft Office
Slack
Canva
Hubspot
Jira
Asana

Adobe Cloud
Photoshop
InDesign
Illustrator
Lightroom Classic
XD
Spark