



Jakub Johanides

BRAND & MARKETING MANAGER

Details

+420 732 251 254

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Links

jakubjohanides.com

[Linkedin](#)

Skills

Brand Management

Marketing Strategy

Account Management

Project Management

Copywriting

Social Media Management

Email Marketing

Wordpress

Public Relations

HTML

CSS

Languages

Czech

English

German

Hobbies

Hiking, Cycling, Music,
AR/VR/XR, Fishing, Urban
Gardening, Permaculture

Profile

I am an experienced brand manager & marketing strategist with years of experience either on the client and agency side, which makes me able to see the opportunities and struggles on both battlefields. I strive to work on projects with a challenging mission, and rather than bullshitting around with the latest buzzwords, I will roll my sleeves up and get to work. Hire me if you want to set up a strong, disruptive brand strategy, manage a team of graphic designers, or oversee the whole marketing activities of your company.

Employment History

Brand Manager, Epico International

MAY 2018 – MARCH 2020

Epico aims to be a #1 preferred supplier of mobile accessories for Apple mobile devices.

- setting up a brand strategy for Epico flagship brand
- planning and execution of all communications across B2B channels
- direction of packaging and user guides production for the whole portfolio
- managing a team of internal graphic designers and art director
- Epico attendance at IFA 2019, Berlin
- managing of external suppliers (photographers, videographers, translators)

Owner, Founder, Colt Brew

AUGUST 2014 – MARCH 2020

Colt Brew was an attempt to disrupt the bottled & canned coffee business. We have brought the first cold-brewed coffee to the market and we have walked the way from niche coffee spots to big retailers such as Sklizeno, Billa or Makro. After more than five years in the business and thousands and thousands of bottles and cans sold, we decided to step out of the crowded soft drinks market and move forward to other exciting projects. It's been one hell of a ride!

Business Developer, Mediaplanet International

FEBRUARY 2013 – JUNE 2015

Business Developer is a key role in the success of the Media Planet company.

- managing team of 6 project managers
- responsible of quarterly budget
- market development
- responsible for the hiring process
- coaching and sales training
- reporting to the Country Manager

Digital Account Manager, Motion Media

JUNE 2012 – FEBRUARY 2013

Main clients: STAROPRAMEN, ADIDAS, ŠKODA AUTO, NOVARTIS

Work & Travel, Lo Gard, Norway

SEPTEMBER 2011 – MARCH 2012

Au pair for two children - 10y & 6y old boys.

Courses

Fundamentals of Digital Marketing, Google

MAY 2020 – MAY 2020