



Mgr. Helena Marciňáková

6.6.1987 (Prešov)
 helena.marcinakov@gmail.com
 slobodná
 0908 023 595
 082 63 Jarovnice 107
 Helena Marcinakova



PRACOVNÉ SKÚSENOSTI

Kreatívna marketérka/majiteľka:
 HMarketing (2017 – súčasnosť)
 Marketingová manažérka:
 ARCHEUS sieť realitných kancelárií (2016)
 Marketingový pracovník:
 ELCOM, s.r.o. Prešov (2012 – 2016)
 Daňový referent DÚ Prešov - Sabinov (2012)
 Vedenie účtovníctva:
 Rodinní príslušníci (od 2010)
 Work & Travel USA:
 Cooke City, MT (2009, 2010)
 Finančné poradenstvo:
 Winners Group, a.s. (2008-2009),
 Winterian, a.s. (2008)
 Prax na tlačovom oddelení:
 VÚC Prešov (2005, 2006)



OSOBNÉ SCHOPNOSTI

Komunikatívnosť
 p **R**ecíznosť
 zodpov **E**dnosť
 cieľ **A**vedomosť
 profesionali **T**a
 spoľahl **I**vosť
 féro **V**osť
 organ **I**začný talent
 pun **T**ičkárstvo
 lojalit **A**



OSOBITÉ ZRUČNOSTI

PC a internet, MS Office
 (Word, Excel, Outlook, Power Point)
 Grafické programy
 (Adobe Photoshop, InDesign,
 Illustrator, Corel Draw)
 Tvorba videa (Sony Vegas)
 Ekonomický softvér (KROS)
 Exact Synergy, MS Dynamics NAV
 Web – WordPress, administrácia
 Administrácia sociálnych sietí
 (Facebook, Google+, Youtube,
 LinkedIn, Twitter, Instagram...)
 Práca s Google (Analytics, AdWords...)
 Anglický jazyk - pokročilý (slovom a písmom)
 Taliansky jazyk - pokročilý (slovom a písmom)
 Vodičský preukaz typu B (od 2005)



OSTATNÉ ZNALOSTI

Copywriting a Editácia textov
 Grafický dizajn
 Webdizajn a tvorba webstránok
 Tvorba a úprava videa
 Web administrácia
 SEO optimalizácia
 Online a Social media marketing
 Administratíva a korešpondencia
 Znalosti v oblasti: marketingu,
 účtovníctva, personalistiky,
 ekonómie a riadenia



DOSIAHNUTÉ VZDELANIE

Fakulta manažmentu PU
 Manažment ľudských zdrojov
 (2011 – 2010 Mgr., 2006 – 2009 Bc.)
 Dievčenská odborná škola Prešov
 Obchod a podnikanie (2002 – 2006)
 Základná škola Jarovnice II.
 (1993 – 2002)



OSOBNÉ ZÁUJMY

Cestovanie, Kultúra,
 Divadlo, Kino, Tanec
 Hudba (klasická, rock, new age...)
 Spoločenské a vedomostné hry
 Trávenie času s rodinou a priateľmi
 Literatúra - pre rozvoj osobnosti,
 životopisná, encyklopédie
 Príroda, Šport
 Domáce práce (pečenie, varenie)
 Práca v záhrade
 Práca s PC a internetom



CERTIFIKÁTY A ODPORÚČANIA

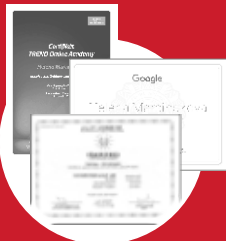
Google Digitálna Garáž

Trend Online Academy - Marketing vo vyhľadávateľoch, Sociálne siete a B2B marketing
 VaV Akademy - Grafik DTP, 18 LinkedIn certifikátov
 Referenčný list ELCOM



Certifikáty a Odporúčania

Mgr. Helena Marciňáková



Google™

Helena Marcinakova

se môže pochváliť úspešným absolvovaním
programu Digitálna garáž.



DÁTUM VYDANIA:
07/07/2016

Program Digitálna garáž sa skladá z 23 tém, ktoré pokrývajú širokú škálu oblastí online marketingu, napríklad vyhladávanie e-mailing, sociálne médiá, displayová reklama, video, e-commerce a analytika.



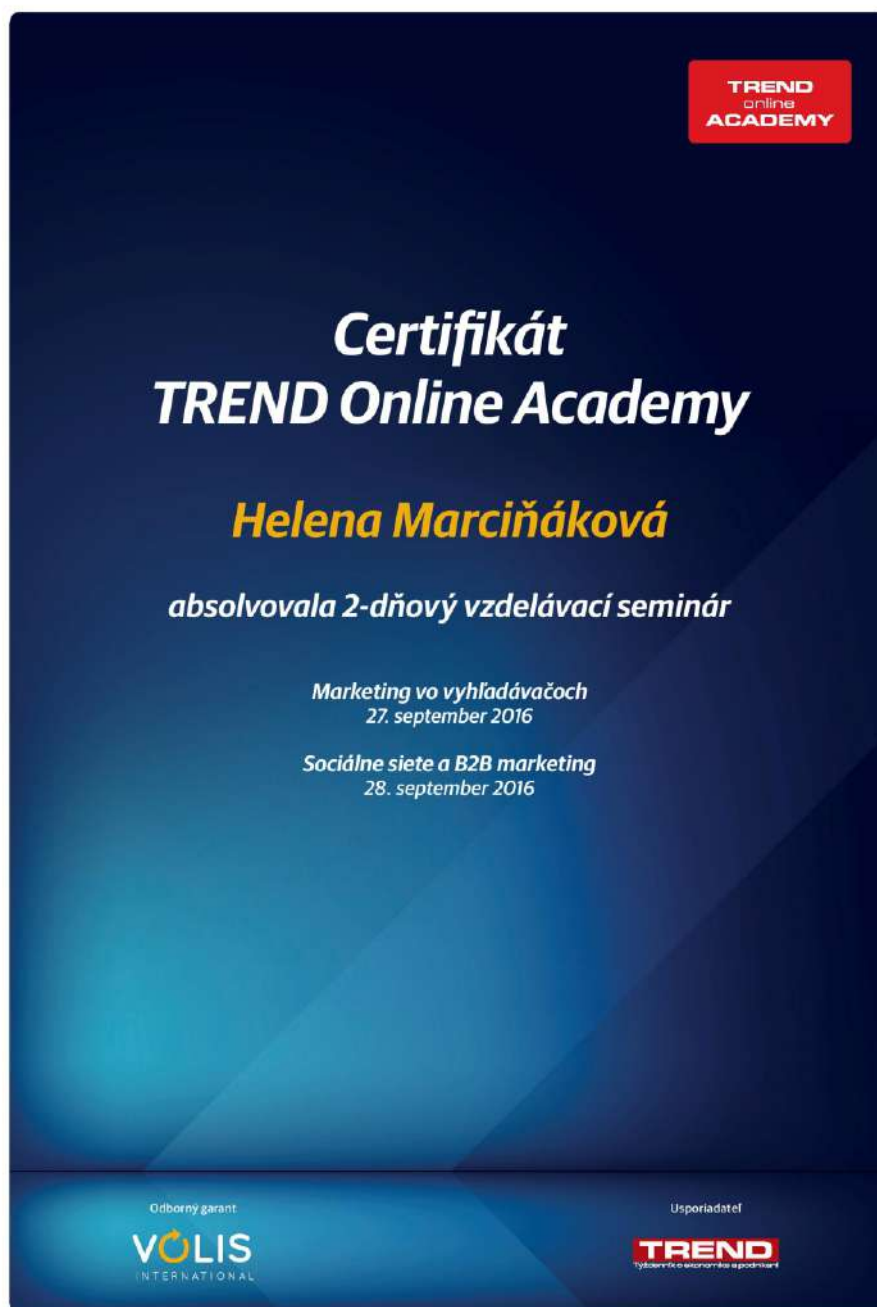
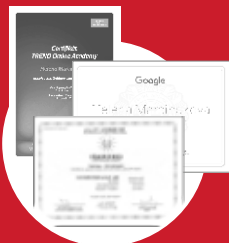
0908 023 595

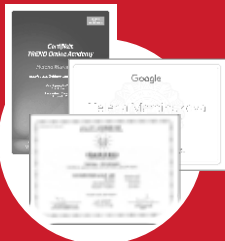


helena.marcinakova@gmail.com



Helena Marcinakova





VaV Akademy - TT, s.r.o.
Hlavná 50, 080 01 Prešov, www.vavakademy.sk

Číslo protokolu: DTP/17/02P/03PO/ATT



CERTIFIKÁT

o úspešnom absolvovaní kurzu:

GRAFIK DTP - LAYOUT

(Adobe Photoshop, Adobe Illustrator, Adobe InDesign, CorelDRAW)

Meno a priezvisko:

Mgr. Helena MARCIŇÁKOVÁ

Dátum narodenia:

06.06.1987

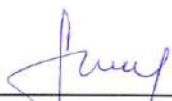
Rozsah kurzu:

72 vyučovacích hodín

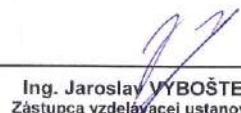
Trvanie kurzu:

17.08.2017 – 07.09.2017

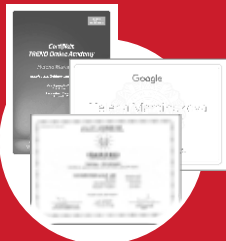
V meste Prešov, dňa: 07.09.2017


Mgr. Ivan SOROKA
Lektor

VaV Akademy - TT, s.r.o.
Hlavná 50, 080 01 Prešov
IČO: 48020877, DIČ: 2120038349
www.vavakademy.sk
- 1 -


Ing. Jaroslav VYBOŠTEK
Zástupca vzdelávacej ustanovizne





in LEARNING

Certificate of Completion

Congratulations, Helena Marcinakova

Building an Online Community

Course completed on Oct 24, 2016 • 25 min

By continuing to learn, you have expanded your perspective,
sharpened your skills, and made yourself even more in demand.

Certificate Id: AQS8PqQkQvtQS2MKTi9rGgnWynD-



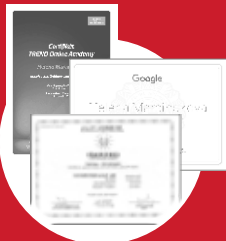
0908 023 595



helena.marcinakova@gmail.com



Helena Marcinakova



in LEARNING

Certificate of Completion

Congratulations, Helena Marcinakova

Learning Content Marketing

Course completed on Oct 24, 2016 • 57 min

By continuing to learn, you have expanded your perspective,
sharpened your skills, and made yourself even more in demand.

Certificate Id: AQsK0En3t7oSez0ecmgHACNV46Y-



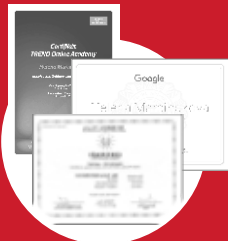
0908 023 595



helena.marcinakova@gmail.com



Helena Marcinakova



in LEARNING

Certificate of Completion

Congratulations, Helena Marcinakova

Social Media Marketing: Facebook and Twitter

Course completed on Oct 24, 2016 • 1 hour 36 min

By continuing to learn, you have expanded your perspective,
sharpened your skills, and made yourself even more in demand.

Certificate Id: AVlbwsFPdlz_nwS6z3QFwGY5yia3



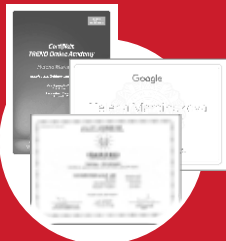
0908 023 595



helena.marcinakova@gmail.com



Helena Marcinakova



in LEARNING

Certificate of Completion

Congratulations, Helena Marcinakova

Top 10 Social Media Management Tools

Course completed on Oct 24, 2016 • 51 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

Certificate Id: AdXXoijsAHxZrbK-GnUG3nMqlMYX



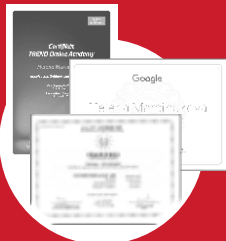
0908 023 595



helena.marcinakova@gmail.com



Helena Marcinakova



in LEARNING

Certificate of Completion

Congratulations, Helena Marcinakova

Writing: The Craft of Story

Course completed on Oct 24, 2016 • 1 hour 59 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

Certificate Id: AQx-3P7eTiJiQ3u3cs4xRnmc11d-



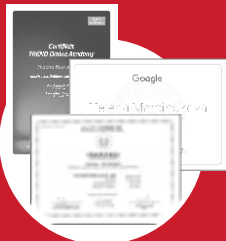
0908 023 595



helena.marcinakova@gmail.com



Helena Marcinakova

**in** LEARNING**Certificate of Completion**

Congratulations, Helena Marcinakova

Job Search Strategies

Course completed on Oct 25, 2016 • 37 min

By continuing to learn, you have expanded your perspective,
sharpened your skills, and made yourself even more in demand.

Certificate Id: AdAHBy-WaTuJeeSdZuMaBjLtgdxf



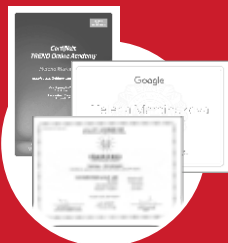
0908 023 595



helena.marcinakova@gmail.com



Helena Marcinakova



in LEARNING

Certificate of Completion

Congratulations, Helena Marcinakova

Branding Foundations

Course completed on Oct 27, 2016 • 1 hour 26 min

By continuing to learn, you have expanded your perspective,
sharpened your skills, and made yourself even more in demand.

Certificate Id: AQmTWI17bRGIJ_nQ0VLm882umgCz



0908 023 595



helena.marcinakova@gmail.com



Helena Marcinakova



in LEARNING

Certificate of Completion

Congratulations, Helena Marcinakova

Social Media Marketing for
Small Business

Course completed on Oct 27, 2016 • 59 min

By continuing to learn, you have expanded your perspective,
sharpened your skills, and made yourself even more in demand.

Certificate Id: AZyTLPzn_2gvoKTQAITFkqYlhCxT



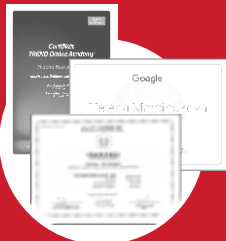
0908 023 595



helena.marcinakova@gmail.com



Helena Marcinakova



in LEARNING

Certificate of Completion

Congratulations, Helena Marcinakova

Decision-Making Strategies

Course completed on Oct 28, 2016 • 47 min

By continuing to learn, you have expanded your perspective,
sharpened your skills, and made yourself even more in demand.

Certificate Id: ARmRS1JitImfd39RXtJhOJiqBj3m



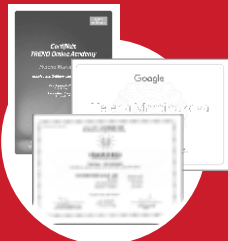
0908 023 595



helena.marcinakova@gmail.com



Helena Marcinakova



in LEARNING

Certificate of Completion

Congratulations, Helena Marcinakova

Leading a Marketing Team

Course completed on Oct 28, 2016 • 48 min

By continuing to learn, you have expanded your perspective,
sharpened your skills, and made yourself even more in demand.

Certificate Id: AT9h7Msw5ljm_xLG75UJ3GsRd2A7



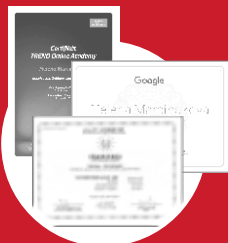
0908 023 595



helena.marcinakova@gmail.com



Helena Marcinakova



in LEARNING

Certificate of Completion

Congratulations, Helena Marcinakova

New Manager Foundations

Course completed on Oct 28, 2016 • 1 hour 12 min

By continuing to learn, you have expanded your perspective,
sharpened your skills, and made yourself even more in demand.



Certificate Id: AaTHa4wIgh67xoJZvxRg9gqI4pdz
PMI® Registered Education Provider #4101
PDU 1 | Activity #100020003008

The PMI Registered Education Provider logo is a registered mark of the Project Management Institute, Inc.



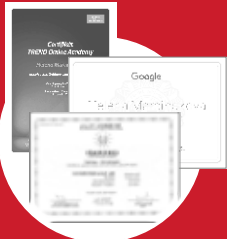
0908 023 595



helena.marcinakova@gmail.com



Helena Marcinakova



in LEARNING

Certificate of Completion

Congratulations, Helena Marcinakova

Strategic Planning Foundations

Course completed on Oct 28, 2016 • 1 hour 26 min

By continuing to learn, you have expanded your perspective,
sharpened your skills, and made yourself even more in demand.



Certificate Id: ASDzwtG7xuqg_P0snW-Q7PLTjoAm
PMI® Registered Education Provider #4101
PDU 1.25 | Activity #100020003072

The PMI Registered Education Provider logo is a registered mark of the Project Management Institute, Inc.





in LEARNING

Certificate of Completion

Congratulations, Helena Marcinakova

Analyzing Your Website to Improve SEO

Course completed on Oct 29, 2016 • 1 hour 47 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

Certificate Id: AYnfWQjczLx6-xTFIP6Ks-KaJH7N



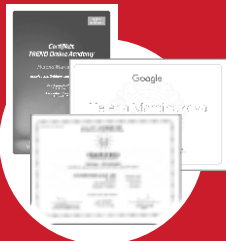
0908 023 595



helena.marcinakova@gmail.com



Helena Marcinakova



in LEARNING

Certificate of Completion

Congratulations, Helena Marcinakova

Insights from an Online Marketer

Course completed on Oct 29, 2016 • 35 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

Certificate Id: AWgA1VbcpaLuh4gZUktFP2yjDRaf



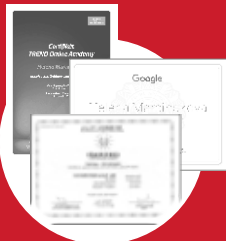
0908 023 595



helena.marcinakova@gmail.com



Helena Marcinakova



in LEARNING

Certificate of Completion

Congratulations, Helena Marcinakova

Leading a Customer-Centric Culture

Course completed on Oct 29, 2016 • 12 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

Certificate Id: AQm49ByGMVhqDnZsSi7rnmNAkzRI



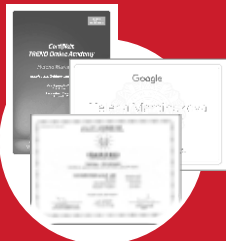
0908 023 595



helena.marcinakova@gmail.com



Helena Marcinakova



in LEARNING

Certificate of Completion

Congratulations, Helena Marcinakova

Online Marketing Foundations

Course completed on Oct 29, 2016 • 3 hours 48 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

Certificate Id: AcJREmxDRKWtrqV8ZfbeSE7G8CXy



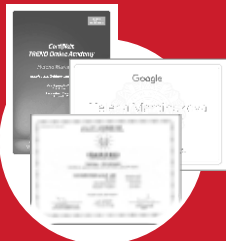
0908 023 595



helena.marcinakova@gmail.com



Helena Marcinakova



in LEARNING

Certificate of Completion

Congratulations, Helena Marcinakova

Social Media Marketing: Managing Online Customer Reviews

Course completed on Oct 29, 2016 • 1 hour 19 min

By continuing to learn, you have expanded your perspective,
sharpened your skills, and made yourself even more in demand.

Certificate Id: ASHi4nJ_jgdElq7UPGx6ttBs5wa-



0908 023 595



helena.marcinakova@gmail.com



Helena Marcinakova



in LEARNING

Certificate of Completion

Congratulations, Helena Marcinakova

Facebook Marketing: Advanced Advertising

Course completed on Oct 30, 2016 • 1 hour 52 min

By continuing to learn, you have expanded your perspective,
sharpened your skills, and made yourself even more in demand.

Certificate Id: AXUccY83zeruTFc963Z5ev7bhJDy



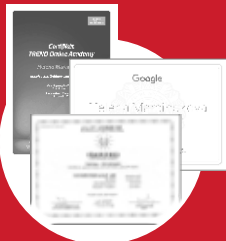
0908 023 595



helena.marcinakova@gmail.com



Helena Marcinakova



ELCOM

ELCOM, spoločnosť s ručením obmedzeným, Prešov
Jesenná 2695/26, 080 01 Prešov, Slovakia

Referenčný list

Slečna **Mgr. Helena Marciňáková** pracovala v spoločnosti ELCOM, spoločnosť s ručením obmedzeným, Prešov štyri roky (2012 – 2016) na pozícii Marketingový pracovník.

Bolo to jej prvé profesionálne zamestnanie po skončení vysokej školy. Teoretické poznatky tak začala konfrontovať s praxou. Nedostatok skúseností kompenzovala záujmom, aktivitou a snahou vzdelávať sa. Jej osobná motivácia a vytrvalosť ju posúvali dopredu. Zverené úlohy dokázala postupne zvládať samostatne, zodpovedne a v požadovanej kvalite.

Jej pracovnou náplňou bola tvorba marketingových textov, správa sociálnych sietí, tvorba zákazníckych databáz a štatistík ako aj technicko-organizačné zabezpečovanie rôznych firemných eventov.

H. Marciňáková bola kolegiálny typ a tímový hráč. Problémy dokázala zvládať s pozitívnou a optimistickou náladou, čo pôsobilo motivačne aj na ostatných kolegov.

Jej silnou stránkou sú interpersonálne vzťahy a administratívno-organizačné schopnosti. Dobré zvláda osobný „time management“.



Mgr. František Pastířák

Vedúci marketingového úseku
ELCOM spoločnosť s ručením obmedzeným, Prešov

Tel.: +421 51 74 64 111 | Fax: +421 51 74 64 199 | IČO: 00895596 | DIČ: 2020517895 | IČ DPH (VAT number): SK2020517895
E-mail: elcom@elcom.eu | www.elcom.eu

Spoločnosť zapísaná v Obchodnom registri Okresného súdu Prešov, Oddiel: Šro; Vložka č.29/P

Bankové spojenie (Bank connection): Všeobecná úverová banka, a.s. BIC: SUBASKBX
IBAN EUR: SK87 0200 0000 0030 2060 7051
IBAN USD: SK04 0200 0000 0030 2064 3853



0908 023 595



helena.marcinakova@gmail.com



Helena Marcinakova