

Curriculum Vitae

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Education:

2003-2007

MA degree – Media studies and Journalism, Faculty of Social Science, Masaryk's University in Brno. The overall result of the state exam: Very good (B). The topic of my MA thesis: Web 2.0. My thesis for download: <http://zbiejczuk.com/web20/> Participation in development of FSS Medialab, IM6 (university magazine).

2000-2003

BA degree – Media studies and Journalism + International Relations and European Studies, Faculty of Social Science, Masaryk's University in Brno. The overall result of the state exam: Excellent (A). Topic of my BA thesis: Net art. My thesis for download: <http://message.sk/text/netart/> Topic of my final thesis for Int. Relations: Polish foreign policy in major Polish political parties.

1993-2000

High School Vídeňská, Brno.

Professional Experience:

October 2007 – August 2009: webmarketing specialist, mBank (BRE Bank SA)

I entered Czech branch of mBank (brand of BRE Bank, a major Polish bank owned by German Commerzbank) seven weeks before launch and I had to create all the content of the website and also learn everything about the products, processes and banking (since I haven't had any background in this area). I also started creating an on-line community, mostly through mBank discussion forum and blog, but also through monitoring and participation in other channels (discussion servers, social networks). I have been also a representative of the bank in on-line media. Due to the unique position of my job in the bank my tasks comprised of: internet banking development, implementation and testing of new products (including coordination of friendly customers), customer care (before the position was created it was almost solely my duty and the forum is of major importance in improving of services). The forum reached 100 thousand posts in 16 months, and we generally succeeded in creating of a 'love brand'. I have established an advisory group "mRadal" (mCouncil) choosing most active users of the forum. Daily visits of mBank.cz webpage about 50 thousand. I was also a speaker on meetings and conferences on the theme of Web 2.0 in business in CZ (WebExpo, OpenMeeting) and I have taught the course Social Media – Theory and Practice during Spring 2008 and Spring 2009 on Masaryk University in Brno.

May 2007 – September 2007: freelance (localisation)

I was in charge of localisation of a SEO web (SEOBook.com) and internet publishing tool SWSoft SiteBuilder. Especially in case of SEOBook I tried not only translate the site, but also make it as accurate as possible for specific situation on the Czech internet market.

February 2007 – April 2007: editor-in-chief: Upgrade IT (Thomas Taylor s.r.o.)

Magazine for small and middle-sized companies about IT and telecommunication strategies. My task was to move the HQ from Prague to Brno, create and coordinate a new team of authors (externs), rebuild the brand, and shift slightly the focus.

October 2004 – January 2007: project manager, Dryco s.r.o.

Development and realization of websites projects (redesign of Musickatalog.cz, website of MČ Brno-Černovice, website of Boogiefilms agency), production of CD supplement for Svět Počítačů magazine (Axel Springer Praha, a.s.), DVD supplement for Extra PC (Extra Publishing s.r.o.), concerts and club-nights production, CD production. Contacts with media, translations from/to English. Brno Zoom festival was also produced by Dryco.

March 2005 – October 2006: production manager/curator, Brno Zoom – digital culture festival

After successful 2004 Datatransfer festival we decided to create our own festival. I was in charge of planning and realization of two years of the festival, from early concepts, through contacting media partners, guests, academics, to promotion, website and production of the festival. In 2005 it was one weekend, in 2006 the whole week, in both cases with many international guests.

March 2006 – September 2006: on-line editor, Literární Noviny

I had full responsibility for the website of Literární Noviny (The Literature News), administration and maintenance, implementation of new features.

July 2004 – September 2004: summer job in Lake District, UK, Brewers Fayre Ltd.

I went to England on my own, found a job in a pub and proved myself hardworking and reliable, mostly working on the bar, but also doing other jobs around the house.

Publication:

2005 – 2009: articles for Literární Noviny, A2, Hospodářské noviny, Lidové noviny, focusing mainly on new media topics.

2004 – 2005: editor at IM6, magazine about culture and new media, FI MU Brno.

2002 – 2007: Internet column for Konec konců (ex-Bariéry)

1999 – 2002: internet magazine devoted to electronic music: music.massage (in English)

(<http://www.scene.cz/massage>)

Language skills:

Czech as native language.

State exam in English. (Writing an English weblog for three years, fluent communication, in both written and spoken English on almost daily level.)

Fluent Polish.

Basic German.

Other skills:

Driving licence (B).

MS Office, Open Office, administration systems, website development (HTML, CSS), basics with graphical editing.

Well-experienced in background researches and data mining, editing and translating. Team building, creating and strengthening of brand position in social networks. Developing on-line communities.

I like to learn and I'm used to work by time-stress conditions. Customer orientated approach.

Interests:

I'm interested in both political and economical issues not only in Czech republic. Hobbies: electronic music, films, literature, travelling (hospitality networks). I also created different websites (music, literature) and participated on many others.