Curriculum Vitae



PERSONAL DATA

Full Name	: Martin Bača
Date of Birth	: 7 May 1987
Nationality	: Czech Republic
Permanent adress	: Prague 6
Phone	: +420 736 404 513
Email	: cv@martinbaca.cz
LinkedIn	: https://www.linkedin.com/in/martinbaca

EDUCATION

2002 – 2006	: Secondary Computer School - Net Office, Orlová https://www.nosch.cz
2002 – 2004	: State Language School, Ostrava Languages done: German

EXPERTISE SKILLS

MANAGEMENT	: Account & Project Management : Audit of Marketing Activities : Customer Relationship Management : New Business Development : Procurement Management (Cost Savings) : Recruiting : Reporting : Start–ups : Strategic Marketing & Business Consultancy : Team Management
360° MARKETING	: ATL & BTL Marketing : Brand Building : Corporate/Company Culture (Intercom) : Digital Marketing & Social Media (LinkedIn, FB, IG, X, TikTok) : E–Commerce Marketing : Idea Making/Creative Conception : Photo & Video Production : PPC Campaign Management (Google Ads, Sklik) : PR Communications : Promotional Merchandise : Visual Identity/Key Elements
TECHNOLOGY	: AI Platforms (ChatGPT, Copilot, Jasper, Copy, Canva, Midjourney) : Business Intelligence Platforms (Flexibee, Helios, FaMa+) : Data Analysis (Google Analytics) : E–Commerce Platforms (Shoptet, Shopify, WPJshop) : E–mailing Platforms (SmartEmailing, Ecomail, Mailchimp, Mailkit) : Frameworks (Laravel, Drupal, WordPress) : Graphic Design Applications (Adobe, Figma, Canva) : HTML5, CSS3, PHP, SQL : UI & UX Design (Axure, InVision)

LANGUAGES

Czech
English (practical experience at six - month working stay in the UK, London)
German

WORK EXPERIENCE

02/2009 – present : **Swallow studio, s.r.o.** / Founder & Owner, Managing Director
https://www.swallowebsite.com
https://www.swallowebsite.com/credentials__swallow_studio.pdf

08/2021 – 05/2023 : **Rivet Factory Česká Republika, s.r.o.** / External Marketing Manager
https://www.rivetfactory.cz
https://www.nytooyou.cz

10/2020 – 07/2023 : **Vroomdoo, s.r.o.** / Co-Founder & Owner (1/3), Marketing Director & CFO
https://www.vroomagazine.com

03/2010 – 10/2010 : **Leo Burnett Advertising, s.r.o.** / Digital Account Manager
https://www.leoburnett.cz

04/2009 – 11/2009 : **PUBLICIS Prague, s.r.o.** (Lion Communications) / Digital Account Manager
https://www.publicisgroupe.cz

05/2008 – 03/2009 : **WDF - Web Design Factory, s.r.o.** / Digital Account Manager
https://www.wdf.cz

09/2007 – 04/2008 : **WDF - Web Design Factory, s.r.o.** / Digital Project Manager

03/2007 – 08/2007 : **Atlas.cz** / Key Account Manager
https://www.atlas.cz

06/2006 – 02/2007 : **Unient Communications, a.s.** / Account Manager
https://www.unient.cz

COLLABORATION WITH AGENCIES

Actum, Astronaut Creative Lab, Bison & Rose, Commando, Communa, Cream Prague, DDB, DREAM COMMUNICATIONS, Havas Worldwide Prague, JAD Productions, JWT, KLAN, Kaspen/Jung von Matt, Lion Communications, MARK/BBDO, MEDIAREX, Médea, Outbreak, OMD Czech, Proximity Prague, Revolta, Scholz & Friends, Symblaze, SinnerSchrader Praha, Starcom, Sudler & Hennessey, TRIAD Advertising

CLIENTS/PROJECTS

2026 : **Swallow**/ City Market Group, CPI BYTY, CPI Property Group, Ctěnický háj, CZECH DECO TEAM, Čas je mozek, LEGO Group, MYONE, RACING TEAM 8 - Martin Šonka, Rivet Factory Česká republika, Rivet Factory Group, VINCI Construction CS

2025 : **Swallow**/ City Market Group, CPI BYTY, CPI Property Group, Ctěnický háj, MYONE, RACING TEAM 8 - Martin Šonka, Rivet Factory Česká republika – NYTOOYOU, Samsung Electronics, VINCI Construction CS, Zentiva Group

2024 : **Swallow**/ City Market Group, CPI BYTY, CPI Property Group, Ctěnický háj, MYONE, RACING TEAM 8 - Martin Šonka, R16 Residences Prague, Rivet Factory Česká republika – NYTOOYOU, Samsung Electronics, Zentiva Group

2023 : **Swallow**/ Atlantis Investment, CPI Property Group, Ctěnický háj, MYONE, Rivet Factory Česká republika – NYTOOYOU, Samsung Electronics, Zentiva Group

2022 : **Swallow**/ Atlantis Investment, CPI BYTY, Československý nemovitostní fond, Rivet Factory Group

2021 : **Swallow**/ Aparthotel Svatý Vavřinec, Libella Design, Col de Bonte, SPORT INVEST Marketing, Advanced ROAD

2020 : **Swallow**/ Philip Morris – IQOS, Pražská obalovna Herink, Vroomagazine, Vroomdoo

2019 : **Swallow**/ EUROVIA CS, ESQ, Neuraxpharm Bohemia, Teta Drogerie

2018 : **Swallow**/ Alpha Residential Development, BookClever, CPI Services, Daikin, Delta Reisen

2017 : **Swallow**/ AEGON Pojišťovna (NN Životní pojišťovna), Blue Holiday, Foxconn, La Perla, Lékárna Dr. Max, Photon Energy, Ricard & Bonette, Transport Artists, VERTU

2016 : **Swallow**/ Atlantis Development, Bosch, Firma / Živnostník roku, Gambrinus, OKD, Red Bull Air Race – Martin Šonka, Red Bull GmbH, Sberbank, Tesco, eD system

2015 : **Swallow**/ Avion Shopping Park, BAYO.S, ISOVER, Rossmann, Henkel, Czech Software Consultancy, Skanska, Znamení čtyř – architekti

2014 : **Swallow**/ Canaria Travel, DHL, Euromedia Group, Europe Easy Energy, Hewlett Packard, IKEA CEE, Mark2 Corporation Czech, Rizlly, STES, YIT Stavo, nangu.TV

2013 : **Swallow**/ BILLA, Galbani, KASA.cz, Mars Wrigley, Mastercard, McDonald's, Ministerstvo práce a sociálních věcí, Nestlé, Pernod Ricard, Volkswagen, Škoda Auto

2012 : **Swallow**/ ADLER Czech, CTP, DOX, EMC, KMV, Mondelēz, Penny Market, RedBull ČR/SK, Regioncard, SAZKA, T-Mobile, Shell, Teva Pharmaceuticals CR

2011 : **Swallow**/ ICZ, LORDSHIP, Manghi Czech, mBank, Procter & Gamble CEE, ČEZ, ČSOB

2010 : **Leo Burnett**/ Bosch, Jemča, Philip Morris, Tesco
Swallow/ AXA, Admedia Systems, FIM Group, Rivet Factory Group

2009 : **Publicis**/ L'Oréal, Národní Pokladnice, Renault, Sportmall
Swallow/ AR SPORT SNOWBOARDS, Kooperativa pojišťovna, Orco, TYP AGENCY

2008 : **WDF**/ BH Securities, Budějovický Budvar, Českomoravský beton, Dopravní podnik hl. m. Prahy, GCE, HAMÉ, Partners, Pribina, Red Group, Stock Plzeň - Božkov, Virgin Galactic, Vodafone, Vltava Labe Press

2007 : **WDF**/ AEGON Pojišťovna, Credoma, Karlovarské minerální vody, Panflex, Telefónica O2

HOBBIES

Architecture, Art & Design, Automotive, Aviation, Books, Bowling, Concerts, Exhibitions, History, Movies, Museums, Music, Nature, Photography, Skiing, Technology, Travelling, Triviador

INTERNATIONAL
EDUCATION SOCIETY
LONDON

THIS CERTIFICATE CONFIRMS THAT

Martin Bača

7. 5. 1987
date of birth

HAS COMPLIED WITH THE REQUIRED STANDARDS
FOR THE COMPLETION OF THE COURSE

Computer Technology – Application of Personal Computers /Four Years Full Time Course/

WITH THE RECOGNITION OF

INTERNATIONAL EDUCATION SOCIETY LTD.

Secondary Technical School NET OFFICE Orlová, Ltd. in Orlová - Lutyně
the educational program was taken at

E/CZ/CC/I/bbb/21935a
certification grade

31. 5. 2006
date

Czech Republic
issued for

IES director