europass



Barbora Horvátová

Date of birth: 09/06/2002 | Gender: Female | Nationality: Slovak | Email address: horvatovabb@gmail.com | LinkedIn: Barbora Horvátová | Home address: (Czechia)

Skills

- Microsoft Office
- Good listener and communicator
- Social Media
- Content Management Systems
- UX / UI design
- Canva
- Figma
- Digital Marketing
- Wireframing & Prototyping
- WordPress
- Copywriting
- Campaign Support
- Brand Communication
- Affinity

Language Skills

- **Slovak**: Mother tongue
- **English**
  - Listening: B2
  - Reading: B2
  - Spoken production: B2
  - Spoken interaction: B2
  - Writing: B2
- **Czech**
  - Listening: B2
  - Reading: B2
  - Spoken production: B2

Work experience

Marketing assistant

01/07/2026 - Current

ARTISAN DŘEVOPRODEJ s.r.o. | Prague, Czechia

- design of banners for digital and campaign use in Canva and Affinity
- creation of signage and display design layouts
- video editing for marketing purposes

Web Content Editor

01/02/2023 - 30/06/2026

AVON Cosmetics, spol. s r.o. | Prague, Czechia

- support for content creation for Czech and Slovak digital platforms
- uploading website content (discounts, promotions, product information)
- monthly website content checks during campaign updates
- participation in local and regional website improvement and design projects

Education & Training

Bachelor's degree of Marketing Communication

01/09/2025 - Current

Paneuropean University | Prague, Czechia

- **Occupational techniques** — creation and execution of integrated marketing campaigns across channels: advertising (ATL/BTL), social media content, PR materials, copywriting, visual communication and brand storytelling
- **Science applied to marketing and media** — consumer psychology and behaviour, market research methodology, data analytics, media measurement and audience segmentation, ethics of persuasion and communication
- **Occupational technology** — digital marketing platforms (Google Ads, Meta Business, email automation tools), CMS and web analytics (Google Analytics), CRM systems, basic

• Spoken interaction: B2

• Writing: B2

Driving Licence

• Driving licence B

graphic/video tools for content production

- **Knowledge of business and its economic, legal and social context** — principles of marketing management, business law (advertising regulations, GDPR, intellectual property), economic foundations of markets, corporate communication and stakeholder management

Level in EQF: 6

DIPLOMA OF A GRADUATE OF A HIGHER VOCATIONAL SCHOOL

01/09/2022 - 09/06/2025

CEDUK - VOPŠ Vyšší odborná škola s.r.o. | Prague, Czechia

- **Occupational techniques** — design, setup and management of digital campaigns across all key channels (Meta Ads, Google Ads, SEO, email marketing, social media); copywriting and content creation for web and social platforms; brand building and visual communication; reporting and campaign performance evaluation
- **Science applied to digital marketing and media**— fundamentals of consumer psychology and social communication; quantitative methods and data analytics; market research and web analytics (Google Analytics 4); critical thinking and media literacy; neuromarketing and customer behaviour in the digital environment
- **Occupational technology**— digital marketing platforms and tools (Google Ads, Meta Business Suite, Collabim, Marketing Miner); CMS and web design principles; CRM systems and customer relationship management tools; cybersecurity basics relevant to digital marketing; SEO analysis tools and techniques
- **Knowledge of business and its economic, legal and social context**— principles of marketing management and strategic planning; business law for marketing (advertising regulation, copyright, GDPR); project management; fundamentals of entrepreneurship and startup creation; change management in a business environment

Level in EQF: 6

Projects

Werglon.sk – self-storage website and online reservation service

18/10/2025 - 03/03/2026

- UX / UI Designer

- complete design of the website and online reservation service in Figma
- creation of the visual concept based on a provided brand manual (fonts, colour palette, basic brand rules)
- design of the online reservation user flow (choosing a storage unit, signing and paying online)
- wireframes, high-fidelity mockups and prototypes for key pages (homepage, storage offer, login, blog, contact)

https://www.werglon.sk

Virtual tours - CB360

10/05/2023 - 06/09/2023

- UX / UI Designer
- User research, creating wireframes, and developing visually compelling mockups color analysis
- prototyping, and delivering seamless, user-centered digital experiences

https://cb360.cz

Way2Eco (BLUE LEMONS) - app for tracking and analyzing an individual's carbon footprint

05/10/2021 - 20/04/2022

- UX / UI Designer
- User research, creating wireframes, and developing visually compelling mockups and app designs
- color analysis, prototyping, and delivering seamless, user-centered digital experiences
- Collaborate with other development teams.

https://www.facebook.com/Way2Eco/

Volunteering

Hack Slovakia

01/01/2025 - Current

Košice

Marketing Team Member

Hack Slovakia is a non-profit student organization focused on motivating and inspiring young people to explore the world of IT. As a member of the Marketing team, responsibilities include creating promotional materials such as flyers and social media posts to support the organization's outreach and communication efforts across digital platforms.

https://hackslovakia.com