

# Sylvie Kavíková

COPYWRITER AND CONTENT SPECIALIST



*„I create texts and graphics that will entice you, your customers and search engines.“*



+420 776 790 515



mail@odsylvie.cz



www.odsylvie.cz



Ostrava, Czech Republic

## Education

### VŠB – Technical University of Ostrava

Faculty of Economics, Czech Republic  
2009 – 2014, Master's Degree

### Business Academy a Higher Vocational Social School

Economic Lyceum, Czech Republic  
2005 - 2009

## My services

### Copywriting & Content Strategy

- Short and long texts
- Online and offline texts
- Content Strategy

### Graphics & Drawing

- Web graphics
- Offline graphics

### Social Networks & Emailing

- Facebook and Instagram
- Emailing in MailChimp

### Creative translations & Consultations

## WORK EXPERIENCE

### Copywriter and content specialist

OdSylvie.cz – Freelancer | Ostrava | 2014 – nowadays

**Job Description:** copywriting, content strategy, managing of Facebook business profiles and Facebook ads, on-page factors optimization, UX design, emailing, graphics for website and for print, creative translations and consultations

I will take care of the content of your site, blog, social networks and emails.

### Copywriter and content specialist

AdVisio.cz – online marketing agency | Ostrava | 2013 – 2016

**Job Description:** copywriting, on-page factors optimization, linkbuilding, graphics, PPC campaign management in Google AdWords and Sklik, managing of Facebook business profiles and ads, content strategy, emailing, communication with clients

### Intern in the Public Relations department

Gallery of Fine Art in Ostrava | Ostrava | 2013 – 2014

**Job Description:** writing of press release, assistance in creating of a new website

### Intern

Ogilvy Public Relations Worldwide | Prague | 2013

**Job Description:** writing of press release, monitoring, contacting journalists, document processing for clients, media list update

### Intern and administrative assistance

Office of the Regional Council – Moravia Silesia | Ostrava | 2012 – 2013

**Job Description:** monitoring of projects in the information system GINIS, administrative work in the program implementation department, assistance in marketing and HR department, archiving, hostess

# Skills

---

Copywriting & Content strategy

---

Facebook business profile and ads

---

Adobe Photoshop

---

Corel Draw

---

MailChimp

---

SEO

---

HTML/CSS

---

# Interests

- Marketing
- Copywriting
- Drawing
- Graphics
- Cycling
- Dance (Zouk, Swing, Salsa)
- Traveling
- Foreign languages
- Writing poems

Favorite color: purple and blue

Favorite artist: Salvador Dalí

Favorite season: spring and summer

# Languages

Czech (*native*)

---

English (*intermediate*)

---

Spanish (*lower intermediate*)

---

Polish (*lower intermediate*)

---

# Courses

December 2018 Pavel Ungr – SEO for copywriters – day course  
October 2016 Carrots Website Academy – HTML/CSS – intensive weekend course  
June 2016 Emailing and MailChimp – Medio Academy – day course  
March 2013 Etiquete – Ladislav Špaček a Petr Studenovský – day course  
February 2013 APRA – Academy PR – weekly intensive training course  
April 2010 Adobe Photoshop – basic user knowledge and skills (24 lessons)  
Other activities Shopcamp, Copycamp, Shopexpo, Barcamp, OVACOPI, Holky z marketingu

## I help you with

### Copywriting & Content Strategy

I will write texts such as: short slogans, introductory texts on the web, category labels; long - articles, reviews, guides and press releases; online - SEO texts for the web and blog, texts on social networks, emails and advertisements; offline - texts on paper, PF, promotional materials and other printed matter.

### Graphics & Drawing

In the graphics program or by hand, I create: original PF and wishes, PPC banners, logos, web graphics (banners, icons, etc.), Facebook posts, posters, promotional materials, illustrations.

### Social networks & Emailing

I will take care of: profile and Facebook advertising, Instagram profile, e-mailing.

### Translations & Consultations

To understand everything, I'll take care of: creative translations (not literal translations from English, Polish, Spanish), assessing the current state of your site, blog, social networks and emails, and suggestions for its future development.

## WHOM I CREATED FOR

## WHO I COOPERATE WITH

## SPEAK OUT

[sylviekavikova](#)

[@slovotvorka](#)



[@odsylvie](#)

[odsylvie.cz](#)

Find me • Get to know me • Contact me  
I am looking forward to our future cooperation