



# Veronika Bunova

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## Skills

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Google Ads, Facebook @ Instagram Ads, Google Analytics, Google Tag Manager, Canva, LinkedIn Ads

## Education

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**BA(Hons) Business Studies-HRM**, *National College of Ireland* 2016 – 2020 | Dublin, Ireland

**Leaving Certificate**, *Sion Hill Dominican College* 2014 – 2016 | Dublin, Ireland

## Professional Experience

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**PPC Specialist**, *Havas Media* 2022 – present | Prague, Czech Republic

- Creating and planning a variety of PPC campaigns across Facebook, Google, and Sklik digital channels
- Overseeing existing campaigns and making recommendations on how to optimize them
- Analyzing trends and making data-driven decisions
- Writing engaging copy for adverts
- Producing detailed analyses and reports of campaigns
- Presenting data and reports to a range of audiences.

**Social Media Marketing Executive @ Facebook**, *Accenture* 2020 – 2021 | Dublin, Ireland

- Uplift revenue by providing consultative advice to small and medium-sized businesses (SMBs) to help them grow their businesses across multiple channels - chat, email and phone
- Manage a portfolio of SMB clients with responsibility for growing revenue
- Demonstrate the value of our SMB advertising solutions
- Provide pre and post-sales support for all self-service products
- Take responsibility for helping SMB clients drive results via their marketing campaigns through consultation, education, and support

**Sales and Marketing Executive**, *Smarter Surfaces* 2019 – 2020 | Dublin, Ireland

- Design, maintain and supply content for the organization's website
- Formulate strategies to build a lasting digital connection with customers
- A monitor company presence on social media
- Launch advertisements to increase brand awareness and sales
- Onboarding new clients and upselling our services to existing ones.

## Languages

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English



Slovak



Polish



Czech



## Interests

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cycling, reading, skiing, swimming, hiking

## Certificates

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- Higher Certified in Business Studies

## References

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**Ronan Clarke**, *CEO*, Smarter Surfaces  
ronan@smartersurfaces.com