

Contact

jon.jiri@gmail.com

www.linkedin.com/in/jirijon
(LinkedIn)

Top Skills

Advertising

Digital Strategy

Social Media Marketing

Languages

Spanish

Czech

English

Certifications

Digital garage certificate

Strategic Thinking

Excel Data Visualization: Mastering
20+ Charts and Graphs

Become a Senior Manager

Design Thinking: Customer
Experience

Honors-Awards

Gold EFFIE

2nd place in the national round of
The EuroCampus Stock Market
Challenge

Graduation with honors

Jiří Jón

Consulting Director at Ogilvy Consulting, University lecturer,
Marketing strategist

Prague

Experience

Ogilvy Consulting

Consulting Director

September 2020 - Present (5 months)

Ogilvy Czech

3 years 9 months

Senior Strategic Planner

March 2019 - Present (1 year 11 months)

- Oversaw activities for Effie application resulting in the biggest Effie success in history of Ogilvy - 7 awards, including 4 golds, repeating the success of being the most Effective agency on the market 2 years in a row
- (Re)positioned the brands Calibra, Trinity Bank, Margot and set communications for many more
- Lead the strategy team to successfully win the pitches for the Czech Census 2021, Dr.Max, Sodexo, Roche and other smaller projects
- Set-up and established the strategy team, externally consulted and mentored two junior planners

Strategic Planner

May 2017 - March 2019 (1 year 11 months)

Prague, The Capital, Czech Republic

Achievements:

- In charge of online strategy for IBM for 11 countries
- Planned campaigns for Lego - including successful "Grandma campaign" which was picked up by global office to be rolled in multiple markets
- Co-created new Ogilvy+Kantar Millward Brown product - Consumer journey
- Was in charge of the strategy for multiple successfully won pitches
- Represented the agency on awards jury as well as conferences and in media
- Managed awards applications process which lead to multiple effectivity awards

Clients:

- Air Bank, Ford, Českomoravská stavební spořitelna, Dr.Max, Lego, SmartPay, Sodexo

Responsibilities:

- Brand, channel and B2B performance strategy for current clients and new business reviews
- 360 (ATL, BTL, non-standard, social, CRM, digital & mobile, customer experience) strategy planning
- Strategy direction based on clients' briefs, creating briefs for the creative team while cooperating with the media agencies and other specialists teams to align the creative, media buying and overall strategy
- Insights and trends research and implementation of brand strategies and communication campaigns

Vysoká škola kreativní komunikace

Lecturer

October 2018 - Present (2 years 4 months)

Prague, The Capital, Czech Republic

- Prepared concept of the class including all materials for the class of Introduction to Online Marketing
- In charge of two-semester class providing all necessary information about Online Marketing basics to students
- Wrote the first official study material book of the university
- Created concept of new grad class on Strategy

Self-employed

Freelance marketing strategist

May 2012 - Present (8 years 9 months)

- External advisor for marketing and business activities
- Creating business plans, social media and marketing strategies incl. brand creations
- In charge of companies' rebranding and repositioning
- Notable clients: Ekro, IKO šindele, Virtuální Pomocník, Krulich Stavby domů, MámVybráno, Viniční altán

VCCP

Planner

October 2015 - April 2017 (1 year 7 months)

Prague, The Capital, Czech Republic

- Created online marketing strategy for Amica and for Březňák

- Member of the winning team of the Effie awards for Březňák
- Member of the winning team of multiple pitches - e.g. Letgo, Bohemia Chips
- Created communication, online and social media strategies
- Creating campaign architectures, message matrixes and digital ecosystems incl. consumer journeys
- Cooperating on creating brand strategies
- Presenting creative work to clients for approval or modification
- Making 'pitches', along with other agency staff, to try to win new business for the agency.
- Notable clients: Heineken corporation (Krušovice, Strongbow, Březňák, Starobrno, Desperados, Zlatopramen), Bohemia Chips, Amica, Fernet Stock, Buitoni, SOS Dětské vesničky, Unicredit

INFINITY VISION Creative Agency s.r.o.

External Strategist

March 2016 - March 2017 (1 year 1 month)

Prague, The Capital, Czech Republic

Achievements:

- Repositioned and was in charge of research from the agency side for Indiana Jerky
- Created internal processes with the focus on social media and overall agency workflow

Notable clients:

- AAA Holiday, CK Pazderka, Mark Distri

Responsibilities:

- Created brand, online and communication strategies
- Consulted on various business & marketing projects of clients
- Internal management consultancy

Nydrle

2 years 9 months

Account Manager

June 2015 - September 2015 (4 months)

Prague, The Capital, Czech Republic

- In charge of all activities for the client for two countries incl. project management, budgeting, managing client expectations and strategic consultancy

- Working with agency colleagues to devise an advertising campaign that meets the client's brief and budget
- Presenting creative work to clients for approval or modification
- Making 'pitches', along with other agency staff, to try to win new business for the agency.
- Negotiating with clients and agency staff about the details of campaigns
- Working with agency colleagues to devise an advertising campaign that meets the client's brief and budget
- Notable clients LG Electronics, Metropole Zličín, Dove men+ care

Account Executive

May 2013 - June 2015 (2 years 2 months)

- Liaising with, and acting as the link between, the client and advertising agency
- Working with agency colleagues to devise an advertising campaign that meets the client's brief and budget
- Presenting creative work to clients for approval or modification
- Arranging and attending meetings
- Making 'pitches', along with other agency staff, to try to win new business for the agency.
- Negotiating with clients and agency staff about the details of campaigns

Digital Strategist Jr.

January 2013 - April 2013 (4 months)

Prague, The Czech Republic

- Performing primary and secondary research, research of online activities including media and social networks
- Creating documents such as Creative briefs and Strategy proposals
- Co-creating marketing strategies and digital strategies
- Proposing schemes of the online communication - creating of "digital ecosystems"
- Looking for new trends and emerging technologies
- Co-creating pitch presentations

Hatch Agency

Manager

June 2014 - September 2015 (1 year 4 months)

- Founded the agency
- Managing the day-to-day activities as well as overall long-term strategy
- In charge of hiring process of the students
- Developing all the processes

- Leading a small team

Boston University AdLab

Account Planner

September 2012 - December 2012 (4 months)

- Performed qualitative and quantitative research to gain valuable consumer insights
- Developed Creative brief for an international client
- Recommended strategies based on the research and consumer and brand insights
- Research into consumer behavior
- Research into social media consumption

Nydrle Digital s.r.o.

Client Services Intern

May 2012 - August 2012 (4 months)

- Worked on many national and international clients
- Performed primary research of online presence with an emphasis on social media
- Dealt with the client on everyday basis
- Troubleshooted for both the public and the client
- Co-created documents such as creative brief, business plan and project documentation
- Filled in applications for creative competitions
- Created analyses of progress of campaigns for the client

AdLab

Account Executive

January 2012 - April 2012 (4 months)

Boston

- Communicated between team, client and agency to relay information
- Wrote weekly status reports and call reports
- Developed a creative brief, strategy of the client organization
- Was in charge of all the documentations

Education

Boston University

MS., Advertising · (2011 - 2013)

Universidad de Murcia

Master's, Economics, marketing · (2011 - 2011)

Technical University of Liberec, Faculty of Economics

Master's, Business Economics - emphasis on International
trade · (2010 - 2011)

Technical University of Liberec, Faculty of Economics

Bc., Economics and Management of international trade · (2006 - 2010)

Gymnazium J.S.Machara

· (1998 - 2006)