



Mgr. Anastázie Najmušínová

Brand Manager/CMO

Results-driven Marketing Director with a robust agency background, adept at leading cross-functional teams and executing successful campaigns across digital, social media, and traditional channels.

Eager to apply expertise in brand awareness, sales, and content production to drive impactful strategies for your company.

Contact

Email

hello@marketingana.com

Location

Prague, Czech Republic

Education

09/2018–02/2021

Master's degree, Media Studies

Charles University, Prague

09/2015–06/2018

Bachelor's degree, Sociology & Social Policy

Charles University, Prague

09/2003–05/2014

High School №7, Mineralnye Vody, Russia

Graduated with State Certificate of Excellence

Expertise

Marketing strategy

Leadership & team management

Digital & Social Media Marketing

Quantitative & Qualitative Research

Budget planning & forecasts

Google Analytics & SEO Basics

Language

Russian - Native Speaker

English - C1 (Highly proficient)

Czech - C2 (Mastery – Proficiency)

Courses

CMO at Laba Czech

11/2022–02/2023

Building a Customer Service Department at Laba Czech

09/2021–12/2021

Experience

CEO & CMO

07/2019 - Present

NAVIAN.studio, marketing agency focused on Integrated Marketing, Digital & Social Media | Prague

My key responsibilities include:

- Development and implementation of marketing strategies, brand plans, and budget plans.
- Sales forecasting considering the goals of individual brands and the market situation.
- Monitoring and evaluating the efficiency of Marketing Activities.
- Close cooperation with clients' sales departments.
- Making the right mix of business drivers choices by tracking and drawing conclusions from specific digital, media, and e-commerce KPIs. Monitoring and understanding the consumer experience across channels.
- Analysis of market and competitor data, implementation into the marketing strategy.
- Leading and project managing a cross-functional team, including aspects of HR, work organization, motivation, and reporting.
- Presenting strategies and their effectiveness to the client.

Key achievements:

- Spearheaded development and execution of 50+ marketing strategies for diverse businesses, notably in beauty, HORECA, startups, and real estate.
- Led a 12-member cross-functional team, achieving an average employee lifecycle of approximately 3 years.
- Amplified client base and increased customer LTV by an average of 40% across projects.
- Notable achievements include election campaign preparation, achieving a 250% sales increase for an HORECA client during the COVID period, and successful market entry strategy for an international beauty bar chain.
- Managed marketing budgets up to 10 million Czech crowns.
- Produced content for social media projects with an **organic reach 1,000,000 users**.

Additional experience

Office Manager (part-time)

09/2017 - 01/2020

J.B.Plus s.r.o., Engineering Company | Prague

Organized office operations and procedures including administration support, management paperwork and databases and accounting.

Volunteer Work

Mentored marketers and entrepreneurs for #HolkyszMarketingu, offering expertise in marketing strategies, team organization, and KPI setting.

Authored and conducted "Marketing for Business" course for women entrepreneurs from Ukraine in collaboration with Youth Included and the European Union.

Co-authored "Social Media Marketing Specialist" course for EdTech Practicum by Yandex.

Reference

Available upon request.