

# SEBASTIAN SCHUPKE

Marketing student

## Age

23 y/o

## Contact

### Phone

+ 45 42 71 98 89 (DK)

+ 420 772 722 626 (CZ)

### E-mail

contact@sebastianschupke.marketing

### LinkedIn

www.linkedin.com/in/sebastianschupke

### Website

www.sebastianschupke.marketing



## Languages

### Czech

Native

### Slovak

Native or  
bilingual  
proficiency

### English

Full  
professional  
proficiency  
*Learning*

### Polish

Limited  
working  
proficiency

### Spanish

Elementary  
proficiency  
*Learning*

### Danish

Beginner  
*Learning*

## Personal profile

According to a talent test, my most highly developed strengths are communication, innovation, justice and balance. I am empathic and holistic man too.

I can lead a team of people, to organize things or to speak at public. I like out of the box thinking and professionalism. Among others, I am interested in e-marketing, social interaction, body language, psychological aspects of sales and in my free time, I like to read some books and articles about NLP.

Currently, I am looking for a student, trainee or junior position; future opportunities, a place where I can practice my knowledge. I would like to find a company where I can learn new useful skills and experience real tasks.

In my opinion, marketing enables me to use my strengths such as communication or innovation. In fact, I am easily adaptable person, team player, I should be a useful part of a company.

## Education

- August, 2015 – present  
**Marketing Management**  
ACADEMY PROFESSION DEGREE  
Business Academy South West / Erhvervsakademi SydVest  
Esbjerg, Denmark
  - I have chosen to study marketing just because it is a very creative field. Due to the constant ongoing competitive fighting, one must be nonstop on guard, trying to develop and invent new ways how to achieve ones' goals.
  - During studies the emphasis is primarily on practical skills (theory and practice in one programme), the international atmosphere, and working on projects in a small team of people, development of students and their self-sufficiency for future employment.
  - Subjects: • Business Economics • Business Law • Digital Marketing • Economics • Entrepreneurship • International Marketing • Organisation and Supply Chain Management • Sales and Marketing Communication • Statistics • Innovation camps

## Choice of experiences

- October, 2016 – March, 2017  
**Marketing Intern** (January – March, 2017)  
**Marketing Consultant** (October – December, 2016)  
Mojefotoškola  
(www.mojefotoskola.cz)  
Ostrava, Czech Republic
  - I was working on daily routines connected with marketing, sales, organisation and communication - in close cooperation with the CEO
  - I suggested to use a task manager for better organisation
  - I help them with defining their business mission, plus with version for potential investors – elevator pitch. I analysed their key ideas by BMC.
  - I made complex marketing audit (External analysis -> Macro-environment: PESTEL; Micro-environment: customers, competitors, distributors, suppliers; SWOT. Internal analysis -> Marketing objectives, Strategic thrust, Strategic objectives – Portfolio Planning by BCG matrix, Core marketing strategy, Market segmentation, Competitor targets, Competitor analysis, Competitive strategy, Competitive Advantage, Marketing Mix – version with 7Ps – because the firm is based on services, Operating Results – Sales, Costs, Profit Margin...; Organisation and Implementation; Control)
  - Some other tasks: I was working on improving SEO (key words, AdWords...) • I was creating and managing ads on Google AdWords, Sklik (an equivalent of AdWords in the Czech Republic) and Facebook. • I worked with Google Analytics and other SEO tools. • I was responsible for social media (Facebook, Instagram, YouTube) – content, customer support/communication • Newsletters via MailChimp