

SEBASTIAN SCHUPKE

Marketing student

Age

23 y/o

Contact

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Languages

Czech

Native

Slovak

Native or
bilingual
proficiency

English

Full
professional
proficiency

Polish

Limited
working
proficiency

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 2017 – present (exp. end date: January 2019)
International Sales & Marketing
BACHELOR'S DEGREE
Business Academy South West / Erhvervsakademi SydVest
Esbjerg, Denmark
- August 2015 – June 2017
Marketing Management
ACADEMY PROFESSION DEGREE
Business Academy South West / Erhvervsakademi SydVest
Esbjerg, Denmark
 - During studies the emphasis was 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 s.r.o.
(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 helped them with defining their business mission and I analysed their key ideas by BMC.
 - I made complex marketing audit (External analysis -> Macro-environment, Micro-environment; Internal analysis -> including 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, Operating Results, Organisation and Implementation; Control).
 - Some other tasks: Improving SEO • I worked with Google Analytics and other SEO tools • SEM - I was managing ads on Google AdWords, Sklik (an equivalent of AdWords in the Czech Republic). • I was responsible for social media (Facebook, Instagram, YouTube) – content, ads, customer support/communication • Newsletters via MailChimp.