



Ing. David Hrabě

Senior Agile Project Manager at ACTUM Digital

Contact Information

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Language Skills

- Czech (C2) ●●●●●●
- English (C1) ●●●●●●
- German (B2) ●●●●●●
- French (A1) ●●●●●●

My Strengths

- Business & stakeholders loves me :-)
- Project Management (Scrum, Kanban)
- Product management
- D2C & Brand Websites (Strategy, Technology)
- Digital Marketing & nowadays trends

I Understand

- Automation & nowadays technologies
- Human Centered Design Prototyping
- 360 customer experience
- Full-stack development (HTML, JS, PHP, MySQL)
- Web scraping & data analysis
- Designer Tools (PS CS6, Illustrator)
- RPA & AI for Businesses

Education

MASTER DEGREE 2014 – 2017

University: *Mendel University, Brno*

Field of study: European Studies of Business and Economics (English program)

Erasmus: International Management at Hochschule Deggendorf (Germany)

Diploma thesis: Marketing trend of e-shops and its impact on profit

Internships: By NetApp in Munich (Germany) and IBM in Brno (Czechia)

Work Achievements

I am a business professional who loves discovering and delivering new IT solutions to improve and speed up any business processes. Thanks to my passion for technologies and partnership with the business I helped my employers and clients with:

- Speeding up implementation of web Optimization Tools across 189 Nestlé markets by almost 90% in comparison to previous state.
- Secured that all new websites or e-shops were delivered on time for scheduled campaigns to the business.
- Initiating and organizing first events like Nestlé Global hackathon or KitKaton.
- Introducing agile and new ways of working to a rigid corporate company.
- Supported and delivered digital transformation in several departments across a variety of clients.
- Yearly savings in brand managers' budgets thanks to optimizing processes and choosing more affordable solutions.

Work Highlights

ACTUM Digital (current position, more than a year I work for ACTUM)

Position: Senior Agile Project Manager | Location: Prague (Czech Republic)

Key highlights:

As a Senior Agile Project Manager, I work with delivery teams on multiple projects, to allow for the smooth and rapid development of business applications. I am responsible for respecting or adjusting project boundaries and ensuring maximum value is delivered to the client. Currently, I am responsible for the dev team consisting of 16 people and delivering a variety of business applications that aim to automate the work to our clients' employees.



Keywords:

Project management, Scrum, Agile, Power Platform, Power Apps, Dynamics 365, Sitecore, Kentico, Digital Transformation, Automation

Nestlé (more than 4 years I was working for Nestlé)

Position: Global D2C & Brand Websites Coordinator | Location: Vevey (Switzerland)

Key highlights:

In this position, I was responsible for creating the strategy for all Nestlé websites (B2B, B2C) and ensuring that the technology is unified globally. I cooperated with SBUs, eCommerce, Media, and IT teams to secure that we deliver best-in-class websites.



Keywords:

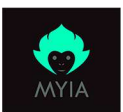
Digital marketing, B2B, B2C, Drupal, WordPress, Joomla, Magento, Shopify, SEO, E-mail marketing, social media, Media, Agile, Scrum, Automation, Hotjar, Smartlook, Sessioncam, Getfeedback, Similarweb

Myia Systems (almost 2 years I was working for Myia)

Position: Junior Marketing manager | Location: fully remote

Key highlights:

In this position, I was responsible for the mobile app Myia strategy building and increasing awareness of target customers via different communication channels. I successfully organized several events and based on the gathered feedback we improved the application UX & UI.



Keywords:

Marketing, Event management, iOS, Android, Mobile app, social media, PPC, Human-centered design prototyping, user interviews

Above, you can find only highlighted 3 out of several other job positions. For all my work experiences, please visit my LinkedIn profile.