



Helena Šebestová

Marketing specialist, copywriter, translator

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Professional experience:

From 2021

Freelancer (self-employed):

Advertising, marketing, media presence (i.a. web pages content creating, comprehensive marketing support, SEO, basic WP sites building, SOME, PR,...)

Translation and interpretation activities (ENG → CZE, CZE → ENG translations; Interpreting by telephone – CZE/ENG; e.g.: Interpreting by telephone for GLOCCO – Czech/English; Google content translating for SDL – English to Czech; translating Czech to English for CYBELIX; various content creating, and translation projects via Upwork – Rising Talent status); meta description translations for Presto; IT and security related translations (from and to English) for VWFS; translations for various clients (MetLife, Unicredit) via Crystal Translation; fiction books translations for MEDIAPLEX; + English teacher /conversation and interview skills – an advanced student; basics – a beginner student/)

From 2019

Editor-in-Chief of life-style magazine www.zivot-online.cz

From 2015

External translator and proofreader – ENG → CZE translations for Aspenna and Didacticus and proofreading (for Presto)

2013–2020

Managing Director, Persum PR – Managing communication agency providing comprehensive marketing services (Public Relations, copywriting, PPC, SOME, marketing events, webpages content creating, SEO, newsletters, company magazines...)

2008–2013

PR manager responsible for the PR department, IDMZ (TALK PR) – Complete care for group of clients – PR services, PR strategy creating and implementation (webpages updating, SOME, product and personal PR, crisis and internal communication, media outcomes analyses,...), production activities, copywriting for the advertising department, proofreading, spellchecking, interpreting

2007–2008

PR manager, Ariston PR – press releases creating and distribution, press conferences organization, media outcomes monitoring and analyses, PR strategy creating, client relations, translations, proofreading

2007-2009

External editor Novinky.cz (for Scio)

2003-2004

Accounts manager, Škodaexport a.s., India – modernization and rebuilding of the Ennore thermal power plant, Tamilnadu; Local accounting management, operating payments, subcontracting monitoring, subcontractors' invoices payments, correspondence (all in English)

Education:

Master's Degree (Mgr.) Faculty of Humanities, Charles University Electronic Culture and Semiotics (**Media and communications studies**) /With Translation of Specialized Text Seminars, Translation Exam and Advanced English Exam/

Bachelor's Degree (Bc.) Faculty of Humanities, Charles University (Graduated with Distinction) – **Liberal Education**, Health Psychology Program Certificate

Seminars, courses, trainings completed:

SEO course; Journalism course; 10 finger typing method course, Translation course; Media a and TV news seminar, Media law seminar, Theory and practice of media communication training; CAT Tool training

Further experience, knowledge and skills:

Driving license – active driver

Proficiency in English (translator, interpreter); A2 German

Advanced Computer Skills – 10 fingers typewriting; MS Office (Word, Excel, PowerPoint, Outlook, Microsoft Publisher); Movavi Video Editor; CAT SW (Polyglot, MultiTrans); Administration (and basic creation) of webpages via various interfaces (WordPress, Wix and more)

References:

GLOCCO – Phone interpreting

Alina Barila

alina.p@glocco.sk

SDL – Translations of Google content

Alicia Lázaro Valdivia

alazaro@SDL.com

Cathedral – Marketing, PR, webpages content creating, media relations, SOME, SEO, PPC

Ing. Lucie Kružíková

kruzikova.L@seznam.cz

Sebeobrana Praha – Long-term complex marketing support

PhDr. Radim Pavelka, Ph.D., Mgr. Jaroslav Stich

info@sebeobrana-praha.cz

VIC Praha 5 – website updating and SOME support, including PPC, publication of FIVE magazine (in Czech and English)

Mgr. Jana Frischmannová

janajanaf@seznam.cz