

Michal Španěl

Senior Marketing Manager

"Reinvent your Marketing with Global and Future-focused Strategies" - OncyrX



spanel.michal@gmail.com

+420607271449

Hong Kong (to move)

www.oncyrx.com

linkedin.com/in/michal-spanel



WORK EXPERIENCE

Senior Marketing Manager Coweo Technologies s.r.o

05/2022 - Present

Prague

- Responsible for managing and supervising a team of 8 coworkers, specifically: a graphic designer, marketing agency, copywriter, SEO & PPC veterans, PR expert, and three social media specialists
- Overseeing PPC agenda (including management and publication) across various platforms: Google Ads, Meta Business, LinkedIn Ads, Sklik, DV360, RTB House, and Criteo
- Controlling and managing additional partners in the PPC area (Affiliate marketing)
- Implementing changes in API-managed campaigns (Google, Facebook)
- Liaising with account managers from Google, Facebook, and LinkedIn
- Crafting marketing strategies across multiple platforms (Digital, TV)

Digital Marketing Manager GoodData

08/2021 - 03/2022

- Managing PPC campaigns for 20 markets including USA, Canada, Germany, France, UK
- Responsibility for Google Ads Search, Display & LinkedIn Ads, low CPA of our leads, but the same the highest quality
- Vertically integrate position: proposing and editing landing pages, ads, It texts, and also its design, reporting, and monitoring
- Day-to-day operations with Google Analytics, Data Studio, GoodData's Analytical Solution, SEMrush, or Figma

PPC # SEO Consultant AdvaCare Pharma USA

09/2020 - Present

Shanghai, China

- Managing Campaigns for 50+ of the World's Countries including APAC & ASEAN Countries like Philippines, Vietnam, Indonesia, Thailand, Malaysia
- Responsible for running Google Search / Display Ads for AdvaCare Pharma USA, optimizing it, meeting our KPIs
- Running Facebook / Instagram / Amazon Ads / YouTube Ads
- Setting Google Analytics, Google Tag Manager
- Responsible for migration from an external marketing agency to an in-house
- Reduced Cost Per Conversion of Our Supplements by 50 % (B2C Dep.) Reduced Cost Per Lead by 65 % (B2C Dep.)

PROJECTS

Rebranding of GoodData - Key Personnel (Data)

- Spearheaded the restructuring of all campaigns for GoodData after rebranding, which resulted in a 20%+ increase in lead generation. Focusing on mobile traffic new creatives and data-driven insights.

Launch of Galaxy S10 and Galaxy Note 9 (Tech)

- Responsible for extremely succesful support of the Launch of flagships Samsung Galaxy S10 and Galaxy Note 9, sales exceeded KPIs by 30 %. Utilized advanced A/B testing strategies.

AXA - Continuous Growth in SERP (Finance)

- Achieved a triple renewal of a contract for the demanding client by conducting in-depth keyword research, on-page optimization, and backlink strategies.

Tesco - Comprehensive SEO Analysis (FMCG)

- After Conducting a Complete SEO Audit of Tesco.cz received a 40 % Bonus as a reward for Exceeding the Expectations of our client and Swift Completion of the project.

Explosive growth of JenPrace.cz (HR)

- I lead growth by more than 300 % in revenue of JenPráce.cz by increasing the Quality of targeting & traffic, Reducing CPA, improving brand assets, and Building the whole Marketing Department from scratch.

AdvaCare - Overhaul of MKT Strategy (Pharma)

- I restructurised all Google Ads and LinkedIn campaigns, used advanced remarketing strategies and I oversaw integration with CRM. Leads were sourced from the right markets and decision-makers at the appropriate seniority levels, not as before.

SKILLS & COMPETENCES

Innovative Marketing Strategies	●	●	●	●	●
PPC & SEO Campaigns	●	●	●	●	●
Project Management	●	●	●	●	●
Web & Data Analytics	●	●	●	●	●
Copywriting & Video Creation	●	●	●	●	○

INTERESTS

Finance	Public Speaking	Stocks	AI	Tech
Strategy Games	Reading	Languages		
Inline Skating	Swimming	Biohacking		



WORK EXPERIENCE

Digital Marketing Specialist Samsung, Cheil Germany GmbH.

06/2018 - 08/2019

- ▶ Planning and Realizing digital campaigns for our main client Samsung, Managing its online presence
- ▶ Forming digital marketing strategies for both the Czech & Slovakian market
- ▶ Managing budgets of millions for maximal effectiveness
- ▶ Using mainly Google Search Ads, YouTube and Facebook Video and Image Ads to Boost Sales and Deliver Results

PPC & SEO Specialist El TORO.cz s.r.o.

12/2015 - 01/2018

- ▶ Realization of SEO and PPC Campaign for diverse large clients like FMCG Tesco or Finance & Insurance giant AXA
- ▶ Using Graphical, Video and Text Ads to Boost Sales and Deliver or Overdeliver Anticipated Results
- ▶ Conducting Complex and Comprehensive Keywords Analyses from Various Data Sources to deliver the best Insights
- ▶ Providing Recommendations for Clients, Implementing these Recommendations

SEO & PPC Specialist UNIFER

08/2015 - 03/2016

- ▶ Working on Multiple SEO Projects by improving SERP standing of a variety of websites. Setting tracking of KW positions, analysing, improving
- ▶ Creating and Optimizing Complex Facebook and AdWords Ads - Pay Per Click (PPC)
- ▶ Reporting, Analysing, Copywriting, Preparing Ads
- ▶ Individual & Group Project Management and Coordination



REFERENCES (FROM LINKEDIN)

Ryan Vitanza Hubner (VP Global Sales at AdvaCare Pharma USA)

"Michal is a skilled professional with a strong background in global PPC marketing and SEO. He guided us in refining our paid traffic strategy, ensuring our focus was exclusively on B2B keywords and sectors. He handled the setup of our entire website analytics environment. Under his direction, we launched campaigns across over 20 markets, yielding a consistent influx of qualified leads. Additionally, his expertise was of great support to our SEO initiatives during the launch of our new website."

Kristyna Vlckova (VP Growth Marketing at GoodData)

"Michal is a true Google Ads expert, he likes to dive deep into his campaigns and constantly looks for new ways to improve their performance. He proactively comes up with good ideas, he is attentive to details of campaign settings, campaign creatives, and landing pages too. Michal is extremely competent, efficient, and helpful. He is also an excellent team player and I enjoyed having him on my team. I recommend him without hesitation."

Jakub Bures (Senior Project Manager at Pwc)

"We worked together on a couple of marketing and business development projects, using his wide knowledge of SEO and PPC. Over time, we also participated in many business conferences together. He was always active, open, and talkative. If you are looking for someone high-performing, optimistic, and never let you down, team up with Michal, and you will be hardly disappointed."



EDUCATION

International Business Shanghai University

2019 - 2021

Shanghai

- ▶ Cross-border E-commerce
- ▶ Strategic Marketing
- ▶ Corporate Management
- ▶ Trade Case Analysis

Marketing & Communications Hong Kong Baptist University

2018 - 2018

Hong Kong

- ▶ Strategical Marketing
- ▶ Management of Sales
- ▶ Psychology of Persuasion
- ▶ Consumer Behaviour

Psychology & Media studies Masaryk University

2015 - 2019

- ▶ Strategies of Digital Marketing
- ▶ Psychology of Leadership
- ▶ Management and Marketing of Media
- ▶ Personal Psychology



LANGUAGES

English	●	●	●	●	●
Mandarin	●	●	●	●	○
Czech	●	●	●	●	●
HTML, CSS	●	●	●	○	○
JavaScript	●	●	●	○	○



TOOLS

Pay Per Click (PPC)

Google Ads, Google Ads Editor, Meta Ads, Linkedin Ads, Reddit Ads, TikTok Ads, Criteo Ads

Search Engine Optimization (SEO)

Ahrefs, Majestic, Semrush, Screaming Frog SEO Spider, Search Console, Moz, Ubersuggest

Content Management system (CMS)

WordPress, Wix, Custom-made Solutions

ANALYTICS

Google Analytics (GA4), Hotjar, Microsoft Clarity, Google Tag manager, Looker Studio, GoodData, Google Sheets, Excell

GRAPHICS

Canva, Figma, Photoshop Elements

Artificial Intelligence (AI)

ChatGPT, Gemini, Claude, DeepSeek, Qwen, Midjourney, Dall-E

Project Management

Asana, Jira, Trello, YouTrack, SocialBee