

## Curriculum Vitae

# Mgr. et Mgr. MARCELA SVOBODOVÁ



### Who I am:

Date of birth: 23. 10. 1989

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### What I studied:

- June 2012: graduated by a bachelor (Bc.) at the Faculty of Social Studies on Masaryk University in Brno, Disciplines: Media and Communication Studies and Journalism (Journalism Specialization) and European Studies
- June 2013: graduated by a bachelor (Bc.) at the Faculty of Arts on Masaryk University in Brno, Discipline: History of Art
- June 2014: **graduated by Master (Mgr.)** at the Faculty of Social Studies on Masaryk University in Brno, **Discipline: Media and Communication Studies and Journalism**, thesis: *Communication Strategies of Press Spokesperson*
- January 2016: **graduated by Master (Mgr.)** at the Faculty of Arts on Masaryk University in Brno, **Discipline: History of Art**, thesis: *An analysis of contemporary art criticism in selected printed media*

### What languages I can speak:

- Czech - native language
- English – active in speech and writing
- French – intermediate
- German – beginner (intensively learning)
- Slovak – fluent

### What extraordinary I can offer:

- Knowledge of Czech environment (law, taxes, administration, etc.)
- Vast network of contacts (especially in media world)
- Excellent communication and organizational skills

### Where I have worked in Media and PR:

- Autumn 2008: *Žďárský deník* (local newspaper): invitations, news
- Autumn 2010: *STISK* (University Online News): news, comments
- Autumn 2011: three-month (daily) practice in *MF DNES* in Brno
- Autumn 2011- Spring 2014: external cooperation with the Brno editorial office **MF DNES** (one of the best selling Czech newspapers): news, interviews and cultural section
- Summer 2014 - Autumn 2017: reporter of **FTV Prima main news programme** (one of the three national television stations): creating reports and live inputs from politics, economics, health, culture, etc.
- Autumn 2017 - Spring 2019: Public Relations Officer of Communication Department of the **Office of the Government of the Czech Republic** (PR and Marketing Department). Since October 2018 - **Head of PR and Marketing**: preparation of media coverage of the Prime Minister's actions, preparation of communication strategy, communication with journalists, organization of the Prime Minister's trips to abroad, creation of texts, creation of texts on social media, management of my own team.

### More PR experience:

- Masaryk University presentation at secondary schools in the Czech Republic (external collaborator of the *Rectorate of Masaryk University* in Brno)

- Cooperation on presentation of *the Faculty of Social Studies* (submission of information, communication with applicants for study, cooperation with secondary school counsellors)
- Co-organization of the events of *the Faculty of Social Studies* (organizing activities)
- Preparation of *the Faculty of Social Studies* newsletter (PR editorial activity)

#### Moderator experience:

- Moderating concerts and social events (eg: *Bigyfest* - school music festival, performances of *ZUŠ Žďár nad Sázavou* (Elementary Art School), Town festivities, *Žďárský Majáles* – local music festival...)
- Moderating *Vaňkovka Fashion Days* Spring 2011 (department store fashion show)
- Moderating *the Special Open Day* at *the Faculty of Social Studies* in Masaryk University (Autumn 2012)
- Moderating a charity concert for *the Three Kings Collection* in Nové Město na Moravě (January 2013)
- Moderating *the Day of Žďár nad Sázavou* (June 2016, June 2017)

#### What else I have done:

- Semester internship at ***the Institute of Political Marketing*** (focused on media monitoring in terms of election campaigns)
- **Tour guide** in the Pilgrimage church of St. John of Nepomuk at Zelená Hora in Žďár nad Sázavou (UNESCO monument): Czech and English commentary
- Organization of **children's summer camps** for approximately 200 children (Summer 2006 – Summer 2018)
- **Organization of integration courses** for the Bishop's Grammar School in Žďár nad Sázavou and for the non-profit organization Ponorka s.r.o. (leisure activities of children)
- **Volunteering** (The Charity Žďár nad Sázavou, charity collections, charity concerts, volunteer in OS Ječmínek - home for mothers with children)
- **Teaching children** (primary school, especially Czech language and English language)
- Summer 2010: **workcamp in Italy** for *Legambiente* organization (building a multicultural education park for preschool children, communication in English)
- During college: **waitress** in jazz club

**What I like to do:**

- Writing and reading
- Singing (vocal ensemble C-VOX)
- Theater
- Dance (ballet, modern, jazz dance, street dance)
- Art
- Traveling
- Sports: running, snowboarding, swimming, squash, cycling