



# Marketing Lead | Brand, Performance & Growth – Jiri Kral

Expertise: Digital Marketing, Integrated Marketing, Omni-Channel Marketing, Brand Management, Performance, Project Management, CRM, eCommerce, Acquisition

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## PROFILE

Conversion rates increase when **campaigns, content** and **CRM** work together along the **customer journey**. At Swisscard, this brought the first-time use rate from 35% to 55% and increased monthly conversion by up to 15%. At Disney, the Facebook page grew to 250K followers with an average engagement rate of 60%. I think **strategically, work hands-on, take on budget responsibility** and **lead teams** and agencies to results.

- brands and consistently managed across all channels, nationally and internationally
- Performance campaigns developed until conversion and ROAS measurably increased
- Teams, agencies and stakeholders led at C-level
- eCommerce structures built from scratch, CRM processes introduced and marketing automation scaled
- Brand and performance controlled as an integrated system, B2C and B2B, digital and classic
- Industries and topics quickly developed and translated into measures without start-up time

## PROFESSIONAL EXPERIENCE

### SENIOR MARKETING MANAGER

Cape Wine Selection SA, Wädenswil | Consumer Goods, FMCG | Temporary mandate | 09.2025 – 04.2026

Cape Wine Selection is a Swiss SME specializing in the import and marketing of South African wines. B2C and B2B, stationary and digital. The company was in the process of expanding its entire digital marketing infrastructure.

I joined a company that had a digital project, but no strategy behind it. In just a few months, I built the strategic and operational marketing foundation: brand, CRM, eCommerce, performance and communication guidelines. The result: 20% more sales, a clear brand profile and structures that carry after the mandate.

- Shopify+ platform built from scratch: Structure, wireframes, content and launch in one project
- Brand strategy and **CI/CD guidelines** developed to position the company at a premium level for its 30th anniversary
- Google Ads built and controlled from scratch: **ROAS up to 500%** on a small budget, monthly revenue **increased by ~20%**
- CRM strategy, newsletter concept, loyalty program and social media restructured and built
- Agency and service provider management for creation, web and performance taken over

### SENIOR MARKETING MANAGER

Swisscard AECS GmbH, Horgen | Financial Sector, Consumer Credit, FMCG | 04.2019 – 07.2025

Swisscard was the leading credit card company in Switzerland. American Express, Mastercard and Visa from a single source. The SWISS Miles & More portfolio has been without a strategic realignment for ~12 years.

After more than a decade without a strategic realignment, I took over the **complete transformation** of the portfolio: **new positioning**, new CI/CD, new channel strategy, new team setup. I led nine interdisciplinary specialists through this change, increasing the first-time use rate of new customers from **35% to 55%** and increasing the monthly **conversion rate by up to 15%** without jeopardizing ongoing operations.

- Portfolio repositioned: from a pure travel card to an everyday means of payment "Miles Everyday", first-time use rate increased from 35% to 55%
- Media performance increased from 60% to 70% of budget thanks to modular system, monthly conversion rate increased by up to 15%
- 9-person interdisciplinary team built up and led as project manager: Performance, e-mail marketing, design, web and product management
- CI/CD newly developed and implemented across all channels, imagery and communication language completely renewed
- Full budget responsibility, annual planning and management reporting

### SENIOR MARKETING MANAGER

The Walt Disney Company Switzerland GmbH, Zurich | Entertainment & FMCG | 01.2013 – 04.2018

Disney Switzerland was responsible for cinema, home entertainment, events and merchandise for Marvel, Disney, Pixar and Star Wars.

The Swiss market offers less budget, less range and higher prices than neighbouring countries. With local funds, targeted partnerships and a clear franchise strategy, I have nevertheless achieved more than the international environment expected. Five years of responsibility for Marvel, Disney and Pixar.

- Digital-first strategy developed and implemented for Marvel Switzerland: up to 15% more moviegoers proportionally compared to D / AT
- Go-to-market strategies developed for Marvel, Disney, Disney Animation and Pixar: from planning to launch of up to 6 film releases per year. Including international coordination with the USA and the DACH region
- Earned media value up to CHF 100K generated through local partnerships, budget responsibility up to CHF 1 million per film
- Disney Switzerland Facebook page built on over 250K active followers, 60% engagement rate, agency management, international coordination with UK, D, USA
- Technical management of a junior marketing manager, operational and strategic responsibility for the entire film portfolio

## SKILLS

### Marketing and Strategy

Integrated Marketing, Omni-Channel Campaigns, Brand Management, Go-to-Market Strategy, Performance Marketing, CRM, Email Marketing, Automation, Content Marketing, Social Media Marketing, SEA, SEO, Media Planning, Budget Management

### Project Management

Monday, Asana, Miro, Figma (User), MS Office

### eCommerce, CMS

Shopify+, Adobe Commerce (Magento), Drupal, Typo3, Magnolia, Wix

### CRM, Marketing Automation

Salesforce CRM, HubSpot, MS dynamics, Mailchimp, Klaviyo, Inxmail

### Creation and content

Adobe Creative Suite (Photoshop, InDesign), Canva, AI-powered image generation, AI-powered copywriting

### Analytics and Advertising

Google Ads, Google Analytics, Social Media Advertising, Adserving (Adform), Hootsuite, Emplifi

### Languages

German (Mother Tongue), Czech (Mother tongue)

English C2, French B2, Italian (basic)

(Marketing) Technology is evolving rapidly, I learn new tools, including AI, quickly and use them where they improve speed and results. The tool name is secondary. The understanding behind it counts.

## KEY SUCCESSES

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- SWISS Miles & More credit cards are repositioned from a travel card to an everyday means of payment. First-time use rate of new customers increased from 35% to 55%. The first strategic update in about 15 years.
- Media output increased from 60% to 70% of budget, while production costs were reduced. Advertising material has been made more dynamic, simplified and converted to a modular system. More reach, same costs, conversion goals maintained.
- Up to 15% more moviegoers generated for Marvel Switzerland, proportionally compared to Germany and Austria. Established local partnerships that generated up to CHF 50K in earned media value per film. Reach without additional budget.
- Increased ROAS by up to 500% and monthly revenue by 20%. Google Ads for Cape Wine built and controlled from scratch. Achieved maximum impact with a minimum budget.
- ~40% increase in sales for L'Oréal Paris in two weeks, exclusively with online video advertising. The decision is convincing when no one wanted brand advertising online. Online advertising budget share has been permanently increased from 5% to 20% thereafter.

## EARLY CAREER

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### Performance and growth

Growth does not come from more budget, but from **goal-oriented decisions**. At Zed Digital, I convinced **L'Oréal Paris** to use online video as their primary channel when video advertising was still in its infancy. **Revenue increased by ~40% in two weeks**, and the online **advertising share was permanently increased from 5% to 20%**. At OMD Switzerland, I managed the entire digital division as Digital Director, **led three media planners professionally** and brought **Migros campaigns to C-level** from strategy to implementation.

At **Orange Communications**, I was responsible for digital marketing communications from planning to implementation to reporting, always in close coordination with the classic advertising team. I established a **digital-first mindset**, where digital concepts were created first and classic measures were derived from them. At the same time, I built **Facebook from zero to half a million followers**. A comment column turned into a functioning **customer care channel** because I developed processes that no one had asked me to do.

After Disney, I took on two mandates in **FMCG** and **Beauty**. At Doppelleu Boxer, I delivered a new **corporate website** with structure, content and communication strategy in three months after a company merger. At Filabé, I converted online marketing to **growth hacking** logic: SEA, agency pitch, **social media, influencer marketing**. Both times from zero, both times with a clear result.

*Professional Career: Zed Digital AG | OMD Switzerland Ltd | Orange Communications SA | Doppelleu Boxer AG (Mandate) | Filabé of Switzerland AG (Mandate)*

### Brands, structures and positioning

I have managed brands in complex organizations, **led campaigns** and created structures that have carried beyond my mandate. With **budget responsibility, agency management** for media and creation and the claim that external communication has a consistent effect. The "Symphony" campaign at **Swisscom** won the **Swiss Web Award** because I was responsible for agency management, communication strategy and implementation as a whole. The relaunch of **cspb.com** at **Credit Suisse Private Banking** was described as a milestone in financial circles because I not only designed the front end, but also built the bridge between **business and IT**.

At **UBS**, I structured product information and documentation in such a way that client advisors could find content more quickly and use it directly. An internal solution that was adopted as a template for other areas without a mandate. **Technical understanding** makes me a better strategist. I know what is feasible and where shortcuts are harmful in the long term.

*Professional Career: Swisscom AG | WEY Technology AG | Credit Suisse Private Banking | UBS AG*

### Digital Pioneer (Digital Native)

In 1996, I was **one of the first** to set up an **online shop** and a professional website for an SME. Not because it was my job. Because I wanted to. For CaffèRe, I built up a complete **corporate presence** from scratch : texts, services, structure, SEO and SEA built in from the very beginning. What started as a simple order form became a full-fledged **eCommerce shop with card payment via four redesigns**.

At the same time, from 1995 to 2005 I ran my film review website **moviesquare.ch**, a self-programmed film review platform with over **500K regular unique visits**, as an accredited film journalist at all major studios. What I practiced there is now called **content marketing, community building** and **SEO**.

*Professional career: Club Les Domaines, Intervinum AG | CaffèRe GmbH (part-time, family business)*

## EDUCATION

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- CAS Digital Advanced Marketing, ZHAW with a focus on Digital Marketing, AI (AI), SEA, SEO, eCommerce, SMM, Analytics
- federal. dipl. Marketing Manager, SAWI Academy for Marketing & Communication
- WebPublisher SIZ, IFA - The Knowledge Company, Focus on: Web Design, Imagery, UX/UI Design, Customer Journey
- federal. dipl. Commercial employee, KV Business School Zurich

## LEISURE AND PRIVATE LIFE

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I like to discover new cities, recharge myself by the sea and maintain social contacts. I am currently working on my Czech origins, language and culture. That grounds me.

I'm a **Star Trek and sci-fi fan** and write short stories in my private life. **What fascinates me about it** is the same thing that drives me in **marketing: understanding complex systems** and **telling stories** that last.

## REFERENCES

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References will be gladly arranged on request.