



Marketing Lead | Brand, Performance & Growth – Jiri Kral

Integrated Marketing, Omni-Channel Marketing, Brand Management, Performance Marketing, CRM, eCommerce, Content Marketing, Acquisition, Web & UX, Conversion Rate Optimization, Team Leadership, Project Management

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PROFILE

Conversion increases when **campaigns, CRM and brand work** as a **system**. With **this approach**, I **increased** the monthly conversion rate at **Swisscard** by up to **15%** and brought the first-use rate from 35% to 55%. At Disney, the Facebook page grew to over 250K followers with a 60% engagement rate. At Cape Wine, Google Ads achieved a ROAS of up to 500%. I think **in a networked way**, work **hands-on** and **take responsibility** for **strategy and results at the same time**. As a senior manager or team leader, I bring **structure, direction and implementation strength**. I take specialist roles to a **systemic level** because I see connections that remain invisible in isolation.

- **Performance & Conversion:** Performance campaigns developed until conversion and ROAS measurably increased
- **Brand management:** brands positioned and consistently managed across all channels, nationally and internationally
- **Leadership:** Led teams, agencies, and stakeholders at C-level
- **eCommerce & CRM:** Built and scaled from scratch
- **Integrated marketing:** brand and performance controlled as a system, B2C and B2B, digital and classic
- **Industry adaptation:** New topics are quickly developed and translated into effective measures without any start-up time

PROFESSIONAL EXPERIENCE

SENIOR MARKETING MANAGER

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

Swiss SMEs in the import and distribution of South African wines, B2C and B2B, in the expansion of the digital marketing infrastructure.

Cape Wine had the will to digitize and the basis for it. I brought the strategy, the structure and the implementation to make it a functioning system. 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 is the leading credit card company in Switzerland. American Express, Mastercard and Visa from a single source.

The SWISS Miles & More portfolio was established and successful. I brought the incentive for the next level: new positioning, new CI/CD, new channel strategy, new team setup. With nine interdisciplinary specialists, I implemented the transformation and increased the monthly conversion rate by up to 15 % and the first-time use rate from 35% to 55% 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 & 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 & 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.

EARLY CAREER

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 approx. 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 Doppelieu 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.

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.

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

Filabé of Switzerland AG (Mandat)	11.2018-03.2019
Doppelieu Boxer AG (Mandat)	08.2018-10.2018
OMD Schweiz AG	02.2012-12.2013
Orange Communications SA	02.2009-01.2012
Zed Digital AG	09.2008-01.2009
Swisscom AG	02.2007-08.2008
WEY Technology AG	04.2006-01.2007
UBS AG	11.2002-11.2005, 01.2006-03.2006
Credit Suisse Private Banking	09.1999-08.2002
Club Les Domaines, Intervinum AG	01.1997-07.1998
CaffèRe GmbH (nebenberuflich, Familienbetrieb)	09.1995-12.2023

EDUCATION

- 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

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

References will be gladly arranged on request.