



# LUKAS MARCINKO

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Origin: Slovakia  
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## PROFILE

Brand and Web Designer, based in Copenhagen. I work independently with entrepreneurs on projects that focus on practical goals, clear structures, and open communication. Previously, I spent 5+ years as a Marketing Project Manager/ Account manager, leading digital campaigns and collaborating directly with senior marketing representatives at global brands like Skoda Auto, Heineken, or Jägermeister. Fluent in English, currently enhancing my Danish (B2). I run my own travel consultancy and dedicate my time to design and content creation — areas I genuinely enjoy and continuously grow in.

## PROFESSIONAL EXPERIENCE

### Designer - Branding, Identity, Web

Freelance & Entrepreneurship

**2024 - Current**

*Copenhagen, Denmark*

- Delivered full website for Průgerka - Community Centre in Bratislava (Slovakia), aligning structure, UX/UI, and messaging to user goals.
- Built campaign assets including website and email flows for a European Parliament candidate — gained 4,000+ new newsletter subscribers in first month.
- Delivered branding, messaging, and website strategy for the Slovak Danish Network, helping them grow visibility and automate event access.
- Launched and optimized Lusi Travel consultancy, including eCommerce site, conversion optimization, and social content strategy.

### Project Assistant

Aalborg Institute for Development

**2023**

*Copenhagen, Denmark*

- Supported an international NGO event by creating digital materials.
- Used WordPress to align the website with the NGO's mission and improve content accessibility.

### Project Manager

Socialists (Publicis Groupe) - Marketing agency

**2021 - 2023**

*Bratislava, Slovakia*

- Worked with senior marketing teams at Skoda Auto and Jägermeister, shaping campaigns around their business goals.
- Put together proposals, pitches, and campaign plans based on client needs.
- Managed a €200k multi-channel campaign for DNA Era (healthcare startup), which brought in €490k in revenue through CRM, performance ads, and influencer activations.
- Launched Slovakia's first TikTok campaign for Skoda Auto, reaching 700k organic views in the first 5 months.
- Kept track of timelines, campaign delivery, and KPIs, and documented workflows to help team coordination.

### Digital Account Manager

Made by Vaculik - Marketing agency

**2019 - 2021**

*Bratislava, Slovakia*

- Worked closely with brand teams at Tatra Bank (Raiffeisen Group) and Heineken, turning business goals into marketing campaigns.
- Put together and presented campaign ideas aimed at boosting conversions, engagement, and channel results.
- Led full-scale digital campaigns for Tatra Bank and Heineken, with a focus on customer engagement and acquisition.
- Coordinated work between in-house teams and external partners to keep projects on track and delivered on time.

### Account Executive

Oh my Dot - Marketing agency

**2018 - 2019**

*Bratislava, Slovakia*

- Localized Tesco's global marketing campaigns for the Slovak market through targeted content creation and regional coordination.

## EDUCATION

### MSc. in Business Management and Economy

University of Economics in Bratislava

**2015 - 2017**

*Bratislava, Slovakia*

- Faculty of Business with electives in Economy, Marketing, and Business Administration.

### Bc. in Marketing Management

University of Presov

**2012 - 2015**

*Presov, Slovakia*

- Faculty of Management focused on Marketing Strategy, Communication, and Market Research.

## ADDITIONAL INFORMATION

### Skills

- **Brand & Visual Design:** Adobe Photoshop, Illustrator (advanced), Canva (advanced), Figma (intermediate)
- **Web Design & Development:** WordPress (advanced), Webflow (intermediate), Squarespace (advanced), Wix studio (advanced)
- **Creative Campaigns:** Social media design, digital campaigns, content creation, cross-channel assets
- **Collaboration & Delivery:** Client communication, feedback integration, pitching ideas
- **Tools & Workflow:** Jira, Slack, Notion, MS Office (advanced); deadline management & quality control
- **Languages:** English (C1), Danish (B2), Slovak (Native), Czech (C1).

### Other experience

2023 - current - Customer Sales Manager (Part-time) at Welcome Gift Store (Continental Service Group ApS)

### Interests

- Running half marathons, ice hockey (former athlete), sports design, graphic design, hiking and self-development literature.

### Licenses & certifications

- Youthpass (2017) - Erasmus+ internship in Lisbon (Portugal) - Planning and executing EU projects.
- Europass Mobility (2017) - Youth Exchanges supported by Erasmus+ in Viseu (Portugal).