



# Miriam Kolesova

MARKETING STRATEGIST &  
WEBFLOW DEV

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## CONTACTS

00421908314883

miriam.kolesova@gmail.com

markwetrust.com

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## ABOUT ME

Multidisciplinary marketing specialist and entrepreneur with 8+ years of experience across digital strategy, content creation, branding, and performance marketing. Co-founder of a successful freelance studio, working with international clients on Webflow websites, brand strategy, and automation workflows. Skilled in leading teams, delivering results, and building efficient, creative marketing systems. Passionate about combining data with storytelling and helping businesses grow smarter.

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## EDUCATION

**Bachelor's in International Management**  
Comenius University, Slovakia

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## WORK EXPERIENCE

### **Freelance Studio MARK WE TRUST**

*Founder & Marketing Strategist, Webflow Dev*

📍 Remote – 2021–Present

- Led creative and strategic projects for clients across the UK and EU
- Designed and launched 30+ Webflow websites in industries like tech, wellness, and education
- Built systems in Notion, automated client workflows, and handled branding + copy
- Oversaw ads and lead-gen campaigns, managing reporting and strategy

### **Kremsa Digital/Pastilla Inc.**

*Digital Project Manager*

2020–2021

- Coordinated dev/design projects for Slovak and US-based clients
- Oversaw timelines, team comms, and client updates across time zones
- Improved internal feedback and reporting systems

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## SKILLS

Project & Account  
Management  
Tech Savviness & Fast  
Learning  
Creative & Strategic Thinking  
Data Analysis  
Performance Marketing  
Content Strategy  
Automation & Workflow Setup  
Copywriting & Social Media

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## TOOLS & PLATFORMS

Webflow  
Meta Ads / Google Ads  
Figma  
Notion  
Google Analytics  
Make (Integromat), Zapier  
Klaviyo  
Google Docs & Sheets

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## LANGUAGES

Slovak – Native  
Czech – Fluent  
English – Fluent  
French – Fluent



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## WORK EXPERIENCE

### **Applepie Advertising**

*Head of Digital*

Bratislava – 2019–2020

- Built and executed media strategies for major Slovak brands
- Led social media and performance campaigns
- Delivered campaign results, reports, and creative direction

### **Liči Advertising**

*Digital & Social Media Specialist*

Bratislava – 2016–2018

- Started in social media, promoted to digital strategy
- Created branded content and managed digital ad campaigns
- Focused on paid strategy and creative team support

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## PROJECTS & HIGHLIGHTS

### **Gynekológia bez obáv**

- Built strong multi-platform strategy (Instagram, TikTok)
- Created Reels and shorts with 5%+ engagement rates
- Managed video scripts, content ideas, and monthly plans

### **Onepos (SaaS)**

- Built marketing system with automations + funnel
- Delivered copy, created webdesign and web development, and ad structure
- Set up centralised Notion workspace and Zapier, Klaviyo automations