

Klára Smolová
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Personal Profile

Has excellent communication and organizational skills proven by managing multinational teams of people. Pursues firm-but-fair management style with an emphasis on employee motivation and development. Business oriented in terms of understanding the big picture. Experienced editor and feature writer, resourceful and adaptable to all sorts of topics with an eye for detail. Enjoys challenging, dynamic, creative environments and is always keen to expand and enhance existing skills, especially in relation to growing electronic and web-based media.

Professional Skills

Management + specialized

- Magazine production
- Project management
- Budgetary control
- Recruitment
- Appraising
- People management
- InDesign (Mac)

Media and communication

- Preparation of print publications from first proposal to print
- Internal communication services for companies
- Editing (both in English and Czech)
- Proofreading
- Reporting and news writing
- Features writing and interviewing
- Press release writing
- Researching
- Translating (Eng to Cz and vice versa)
- Flatplanning

Languages

- Czech (mother tongue)
- English (fluent, both written and spoken)
- Slovak (advanced)
- Dutch (intermediate, spoken)
- Spanish (intermediate, passive)
- Russian (passive)

Career History

Freelance Journalist and Publisher

current

Prague, Czech Republic

Provides professional services related to writing and publishing, mainly news and features writing, publishing of periodicals - both print and online, website content management, as well as copywriting. All in Czech and English.

Internal Communication Manager

11/2007-3/2012

GE Money Bank, Prague, Czech Republic

American bank belonging to the General Electric corporation operating in the Czech Republic since 1997. Responsibilities include all communication within the company, especially towards employees. Manage all main communication channels, from eNewsletter, through employee magazine to internal promotion campaigns to support products and bank services. Reported to the Communications Leader.

- Achieved significant changes in the system and efficiency of communication in the company. Redesigned the the regular newsletters and magazine, achieved improvement of published texts,
- As an editor-in-chief of internal magazine achieved increased readership and print volume by 10 %.
- Participated and managed various employee programs, for instance focused on motivation and incentive program for bankers, health programs, employee satisfaction surveys, diversity, launch of credit cards including change of perception by employees.
- Held regular trainings on writing and internal communication workshops.

Freelance Contributor

2007-2009

Lidové noviny, Prague, Czech Republic

Writing regular gastronomy columns for Saturday supplement of this national daily, as well as main feature stories on various lifestyle subjects.

Corporate Communications Executive

03/2007-09/2007

Kilcullen Kapital Partners, Prague, Czech Republic

Investment company operating in the Czech Republic and Ireland that is focused mainly on renewable energy sector, private equity and commercial real estate. Responsible for communication towards business partners and clients, media and also inside the company. Reporting to the managing partners.

- Took over the website management and currently working on the face lift of the pages.
- In charge of unifying the company presentation on all levels and setting up standard communication tools and channels within the firm.
- Communication with investors and business partners regarding project development and business results.
- Consulting and assisting to other companies in Kilcullen's portfolio with their communication materials, website management and/or corporate identity.
- Media communication on behalf of Kilcullen as well as other companies in the portfolio.
- Proposition and realization of corporate events including budget management.
- Coordination and realization of charity activities of the company including budget management.

Editor

12/2005-8/2006

Fusion Magazine**Trader Media (TNT) Ltd, part of Guardian Media Group**, London, GB

Trader Media (TNT) is the publisher of free weekly publication TNT Magazine. Fusion Magazine was its new venture to cater for Central and Eastern Europeans in the UK (in English) with circulation of 60,000. Reported to Managing Director and part of Management Team.

- Created from scratch and launched this new weekly magazine and its website within two and half months after arrival to London. In recognition for successfully meeting the launch deadline and objectives was rewarded with a special performance bonus by the company.
- Achieved 99 per cent pick up and readership of circa 180,000 in six months. "Fusion" became a recognized trade mark.
- Formed and managed highly efficient editorial team of seven young professionals who had been putting together this 80-page (60-page respectively) title weekly.
- Planned and made final decisions about the magazine's content, headlines and design; proof read and signed off all editorial pages; involved in weekly flat planning; managed the editorial and freelance budgets; liaised with freelancers; edited and wrote feature stories and interviews; covered for news editor.
- Oversaw part of the HR management duties such as recruiting, drafting job descriptions, undertaking appraisal and probationary reviews, managing holiday entitlements, coaching and the general management and motivation of the team.
- Networked within communities through representing the magazine at informal and formal meetings such as at embassies and was responsible for external communication with media.
- Trained in Performance Appraisal Scheme, Media Management and Public Speaking as part of duties.

Editor-in-Chief (Associate Editor until 8/2004)

10/1999-11/2005

The Prague Tribune, Prague, Czech Republic

Leading bilingual, Czech-English monthly magazine focused on business and lifestyle with circulation of 15,000. Reported to the Publisher.

- Executed complete re-design of the magazine. As a result the magazine reinforced its position of trend setter on the market in the segment of business magazines for middle and top management.
- Improved the production process of the magazine, increased the efficiency at the workplace and ensured all departments collaborated to meet the print deadlines.
- Recruited and managed the editorial team and liaised with freelancers (seven staff members and 20 freelancers). Managed the freelance budget.

- Forward planned the content, commissioned articles, coordinated their translations and sourced art, sub edited and proof read all articles, created headlines.
- Wrote interviews with high-profile business people, politicians and artists and analytical feature stories on various topics (specialised on hospitality, education and recruitment).

Editor, Staff writer, Researcher, Interpreter 06/1995-09/1999
The Prague Tribune, Prague, Czech Republic

Various Jobs 08/1992-04/1995
Freelance Journalist and Researcher, Interpreter, Assistant
 Prague, Czech Republic

Education and Training

Effective Project Management Course 11/2010
Shine, Prague, Czech Republic
Two-days intensive course focused on various techniques of project management and how to use them in practice (key topics, estimations, initialization and strategy of projects, scheduling, budgeting, risks management, etc.).

Journal Production Course 10/2006
The Publishing Training Centre, London, United Kingdom
Graphics handling, typesetting, paper characteristics, printing techniques, binding, etc.

Anglo-American College (today University) 1994-1997
School of Business and Economics, Prague, Czech Republic
Major in economics, studied also humanities including journalism.

Secondary School of Economics 1986-1990
 Prague, Czech Republic
Graduated from general economics.

Other Experience and Activities

Experience with event management, hospitality and gastronomy. In the Czech Republic co-owned a bar in Prague 2, in Great Britain cooperated with Off to Work agency operating in event management in London.

Clean driving license B group since 1989

References available upon request