

Josef Buchta

Bartákova 34, 140 00 Prague 4
Czech Republic

Email: jachta@seznam.cz
Website: <http://jachta.sweb.cz>
Tel: +420 776 594 200

Josef Buchta

■ Employment History

SEO Project Manager	since 07/2013	Internet agency, Prague
Care Assistant	06/2005 – 06/2013	Falkirk, London, Munich
Medical Underwriter	01/1995 – 05/2005	insurance companies, Prague
Nurse and Care Assistant	06/1990 – 12/1994	neurology und urology, Prague
Purchasing Agent	09/1986 – 05/1990	a light bulb plant, Prague

■ Qualification

Social Media Manager	05/ 2012 – 06/2013	ILS distance learning, Hamburg
Adobe Photoshop CS4	05/ 2010 – 01/ 2011	Pearson VUE Test Centre, London
CIW Web Site Designer	08/ 2008 – 06/ 2009	University of the West of Scotland
IT Certificate	10/ 2007 – 06/ 2009	The Open University, London

■ Computer skills

Hands-On Good Working Knowledge

MS Office 2010 – Word, Excel, Powerpoint, Photoshop CS4, Google Analytics + Adwords, Wordpress Weblog-System, Social Networks Facebook, Google+, Twitter

Hands-On Exposure To

Microsoft Office 2010 – Access 2010, Dreamweaver CS4, Flash CS4, Illustrator CS4, CSS/XHTML, Javascript, Ajax, DOM, PHP and MYSQL

■ Language skills

German, English, French - good working knowledge, **Czech** – mother language

Long-term stay abroad: UK – 6 years, Germany – 2 years, France – 3 months

■ Education

State Language Exam German	12/2000	Prague
Business school	1994 – 1996	Prague
Nursing School	1990 – 1992	Prague
Secondary school	1979 – 1983	Hodonin

■ Various

Nationality: Czech, **Born:** 1965, **Driving licence:** B, **Hobby** - photography

Detailed Information

Jobtitle: SEO project manager
Company: Internet agency
Location, time: Prague, since 07/2013

I am responsible for the following areas:

■ SEO

On-Page Optimization of clients' websites:

- * Recommendation of webpage content relevant to keywords
- * A clear site structure and good internal linking structure
- * A well-structured web pages with Hn tags and relevant page titles
- * Relevant meta-tags and effective meta description of the web pages
- * Keywords in alt text and names of images
- * Optimization of webpage load time

■ Google AdWords

Creation of Google AdWords campaigns:

- * Finding keywords that are relevant to the site
- * Expanding of the keywords with Google Keyword tool and Google Suggest tool
- * Grouping of the keywords in categories with thematically related terms
- * Writing targeted ads containing relevant keywords
- * Finding relevant landing pages for ads
- * Optimization of keywords and ads with Adwords data and filters (CPA, CPC , CTR, impressions, clicks)
- * Deeper optimization with Google Analytics, analysis of the quality of visitors - visits , pages / visit , average time of visit, new visits % , bounce rate , goals conversion

■ Google Analytics

Collection, measurement and analysis of internet data with Google Analytics:

- * Using predefined reports such as visitor, campaigns, traffic sources, content, conversion , funnel visualization, flow target process
- * Fast segmentation with special filters , advanced filters , secondary dimensions and other metrics and dimensions
- * Refining of reports with predefined or specially created segments (all visits, new visitors, visitors, search traffic etc.)
- * Creating custom reports with metrics and dimensions

Job title: medical underwriter
Company: AMCICO AIG Life, UNIQA Insurance
Location, time: Prague, 1/1995 – 5/2005

The workload in two insurance companies, where I worked in the department of life insurance and accident insurance, was very similar; therefore this description applies to both jobs. I was responsible for:

- * checking, analyzing and processing of the submitted insurance data
- * health examination and evaluation of medical insurance risks
- * calculation of insurance premiums and risk premiums
- * designing of customized insurance solutions for individual risks
- * evaluation of various reports, for example medical records
- * collaboration with specialists such as doctors and other experts in risk assessment
- * gathering and assessing of relevant background information
- * police management, data entry and maintenance
- * monitoring and controlling of the payment of insurance benefits
- * development of new life and accident insurance products
- * negotiating terms with policyholders or their brokers
- * assisting customers over the phone and business correspondence

Job title: purchasing agent
Company: Tesla Holešovice, producer of light bulbs and fluorescent tubes
Location, time: Prague, 9/1986 – 5/1990

The company Tesla Holešovice was in 1990 the leading producer of light bulbs and fluorescent tubes in Czech Republic with more than 3,000 employees and had six factories. I was responsible for purchasing raw chemical materials and products. My workload included:

- * coordination of purchases for all subsidiaries in the field of raw chemical materials
- * implementation of the ordering process and arranging of delivery dates with the suppliers
- * monitoring and coordination of delivery
- * research and perform price comparisons, price and contract negotiations
- * optimizing purchasing decisions in collaboration with production
- * material and inventory tracking, optimization of the stock
- * maintenance of business transactions records and product inventories
- * visits of factories and suppliers and visits to trade fairs
- * assistance in the creation of reports and statistics
- * business correspondence and phone calls, general administrative tasks