

**Marek Kollar**  
Kisovce 495, 05912 Horka  
Slovakia  
06/26/1980  
kollar@ricon.sk

## Education:

---

<b>Hotel Academy of Otto Bruckner Hospitality-Cook-Waiter-Culinary Service</b> <i>School leaving examination report - passed with honors</i> Certificate of final examination - passed with honors Vocational certificate - passed with honors	<b>Kezmarok, Slovakia</b> <i>1994-1999</i>
---	---

## Professional Experience:

---

<b>Self employed - Freelancer</b> <i>Web and graphic designer</i>	<b>Slovakia</b> <i>Apr 2001-present</i>
--	--

- Managed full service webdesign agency
- Met and corresponded with clients to determine client needs for company sites.
- Responsibility for overall web project management from development to execution and maintenance.
- Responsible for the graphic design and implementation of company web site including navigation, writing HTML and Cascading Style Sheets (CSS) and optimisation of web graphics.
- Developed banners for advertising on corporate client sites.
- Image, graphic and templates handling with Adobe Photoshop
- 80+ designed web sites
- 5 years of active white hat SEO work with #1 page Google results - keyword research, traffic increasing techniques
- Creating websites using CMS Wordpress. Common websites, e-shops, blogs. Templates editing, code enhancements
- Creating websites using e-shop CMS Prestashop
- Google Analytics routine: monthly reports, comparison of various statistics, goal creation, conversion reports
- Google Webmaster Tools routine: Setting the GWT for better rankings, SEO, keyword statistic analysis

## Notable Projects:

---

<b>www.kezmarok.sk</b> <i>Website+administration for a town (18k citizens) - 260k+ yearly unique visitors</i>	<b>Slovakia</b> <i>July 2008-present</i>
--	---

<b>www.rapidtags.com</b> <i>Wordpress website for a tag and label retailer, SEO with #1 page Google search results</i>	<b>USA</b> <i>March 2009-present</i>
---	---

<b>www.walltowallcarperts.com.au</b> <i>Wordpress website for an east coast carpet retailer</i>	<b>Australia</b> <i>June 2012-present</i>
--	--

<b>www.sweetwilliamink.com</b> <i>Wordpress website: E-shop for a creative t-shirt retailer</i>	<b>USA</b> <i>October 2012-present</i>
--	---

## Skills:

*Languages:* English (active), German (active), Slovak (native), Polish (active)

*Technology:* Adobe Photoshop, Adobe Dreamviewer, SEO&webdesign tools, HTML, CSS, Youtube, Microsoft Office Suite

*Citizenships:* Slovak Republic