

MARTIN MIKSA

PEOPLE MANAGER,
COACH

CONTACT

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SKILLS

- Experienced with leading people
- Certified coach
- Underwent sales education programs
- Experienced in difficult customer interactions
- Effective document writer

EDUCATION

University of Economics in Bratislava

2007 - 2013

- Bachelor degree in General
- Management Degree in Logistics and Production management

Neuroleadership Institute

2020 - 2022

- Brain Based Coaching certified coach
- Preparation for Associated Certified Coach (ACC) certification

LANGUAGES

English - C2

PROFILE

I have combined experience from both corporate environment and small business. All my roles were in customer care and customer relations segment, where I was responsible for leading teams, setting strategies to achieve team and department goals and interacted with senior leadership and boards. In small business I was assigned in executive positions, having responsibility for the company operations, sales and HR. I have experience with direct sales. I am passionate in people's growth and development which led me to earn certification in coaching.

WORK EXPERIENCE

Executive Manager

Creative Partners (Cargo Magazine) 2024 - Now

- I helped to establish and setup operations for new startup-like multi-platform B2B media
- Developed business and sales strategy for the company
- Owned business development agenda (identifying key clients, presenting B2B media solution Cargo magazine offers, establishing trusted relationships with clients)
- Responsible for hiring small team (3 people)
- New Sales Acquisition
- Represent company at the international level on conferences, product launches and client's presentations
- Serve as team lead, performing one to one meetings, hold regular meetings with internal and external employees
- Directly responsible for revenue and profit goals

Team Manager - Advertiser Success Team

Amazon Slovakia 2022 - 2024

- Leading international team of 12-18 professionals (campaign optimizers) on Spanish and Italian marketplace
- Team created and delivered online marketing and advertising campaigns for customers selling on Amazon
- My responsible was to achieve team's key goals (adoption rate, coverage, revenue) and customers expectations in selected KPIs (CPC, CTR and conversion metrics)
- Owned coverage goal for whole EU5 region (UK, Germany, France, Italy, Spain) on Director's level
- Performing standard team manager duties (goal reviews, team meetings, one-to-ones)
- Supporting Spanish Account Management team as advisor to streamline processes and cooperation with key customers such as P&G, Coca-Cola, etc. from campaign optimization standpoint
- Developing strategies for small businesses acquisitions (communication strategy and product portfolio for small business, establishing and developing their customer experience with selling on Amazon)

EXPERTISE

- Coaching (executive, business and group/team coaching)
- Sales skills including new customers acquisition (small and medium size customers)
- Crisis management and customer retention
- Hiring and developing talents
- Employee retention
- Change management

WORK EXPERIENCE

Executive Manager

2019 - 2022

LUXUR Media SK, s.r.o.

- I was responsible for market research and analysis, setting sales and revenue goals for company board and investors and product portfolio
- Developing strategies for achieving sales and revenue goals
- Supporting people in their daily operations (assisting with complex cases, actively listening to employees feedback to constantly evolve favorable work conditions)
- Performing regular one-to-one and team meetings to support our employees development and company's development along with its long-term and mid-term product and marketing strategy planning (product lifecycle management, analyzing key trends, planning various types of marketing strategies to support our product portfolio on the market)
- Managing difficult interactions with key customers (addressing requests for products and services out of our portfolio, handling customers complaints)
- Representing company on the international stage (trade fairs, forums, conferences)
- Sales acquisition (approaching new customers, selling tailor-made solutions to support their businesses using our products and services)
- Hiring new employees and training newcomers to help them become integral part of our company

Team Manager - Dispute Resolution Team

AT&T Global Network Services

2012 - 2019

- Supporting team of 12-15 employees in their daily Dispute resolution operations
 - Performing one-to-one discussions to manage every team member uniquely and according to their personality
 - Supporting and assisting team members in their self-development and educational activities (advising, providing training for topics I have experience with)
 - Setting team goals (for mid-term and long-term)
 - Performing team meetings
 - Hiring new team members
 - Handling the most complex customer complaints in effort to convince the customer to stay with the company (heavily dissatisfied customers planning to leave the company)
 - Managing self-initiated project for employee development and exploring talents of our people (preparing structure, finding mentors for certain topics, managing feedback and implementing new ideas to improve the program)
 - Executing Associate Director duties as a deputy when needed
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