



# Veronika Bunova

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## Skills

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Figma, Google Ads, Facebook @ Instagram Ads, Google Analytics, Google Tag Manager, Canva, LinkedIn Ads, TikTok Ads, HTML/CSS

## Education

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**Higher Diploma in Science in Computing (Software Development), National College of Ireland** 2023 – 2024 | Dublin, Ireland

**BA(Hons) Business Studies-HRM, National College of Ireland** 2016 – 2020 | Dublin, Ireland

**Leaving Certificate, Sion Hill Dominican College** 2014 – 2016 | Dublin, Ireland

## Professional Experience

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**LCS Account Manager, Google** 2022 – present | Dublin, Ireland

- Build and manage relationships with C-level clients and senior partner stakeholders
- Develop a comprehensive understanding of their business challenges, marketing goals, and success metrics
- Structure a clear, long-term joint strategy between Google and clients, and lead a cross-functional team within Google to collaborate on projects and drive client success
- Plan for and achieve growth goals through the presentation of Google advertising products/solutions that will help clients to meet their marketing goals
- Build an in-depth knowledge of how Google advertising products work and can be used to help meet a wide range of marketing goals

**PPC Specialist, Havas Media** 2022 – 2023 | Remote, Czechia

- Creating and planning a variety of PPC campaigns across Facebook, Google, and Sklik digital channels
- Overseeing existing campaigns and making recommendations on how to optimize them
- Analyzing trends and making data-driven decisions
- Writing engaging copy for adverts
- Producing detailed analyses and reports of campaigns
- Presenting data and reports to a range of audiences

**Social Media Marketing Executive @ Facebook, Accenture** 2020 – 2021 | Dublin, Ireland

- Uplift revenue by providing consultative advice to small and medium-sized businesses (SMBs) to help them grow their businesses across multiple channels - chat, email and phone
- Manage a portfolio of SMB clients with responsibility for growing revenue
- Demonstrate the value of our SMB advertising solutions
- Provide pre and post-sales support for all self-service products

- Take responsibility for helping SMB clients drive results via their marketing campaigns through consultation, education, and support

**Sales and Marketing Executive, Smarter Surfaces**

2019 – 2020 | Dublin, Ireland

- Design, maintain and supply content for the organization's website
- Formulate strategies to build a lasting digital connection with customers
- A monitor company presence on social media
- Launch advertisements to increase brand awareness and sales
- On-boarding new clients and up selling our services to existing ones.

**Languages**

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English	● ● ● ● ●	Slovak	● ● ● ● ●
Polish	● ● ● ● ●	Czech	● ● ● ● ●

**Interests**

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cycling, reading, skiing, swimming, hiking, camping,

**Certificates**

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- Higher Certified in Business Studies
- Higher Certificate in Software Development

**References**

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**Ronan Clarke**, CEO, Smarter Surfaces  
ronan@smartersurfaces.com