

## Contact

[www.linkedin.com/in/otokona](http://www.linkedin.com/in/otokona)  
(LinkedIn)

## Top Skills

Public Relations  
English  
Social Media

## Languages

German (Limited Working)  
Slovak (Native or Bilingual)  
Czech (Native or Bilingual)

## Honors-Awards

Golden Sabre Award 2013 (Crisis Management) EMEA  
Global Golden Sabre Award 2013 (Crisis Management)

## Publications

Permanent Campaign

# Oto Kona

Entrepreneur. I love small businesses.  
Bratislava, Bratislava Region, Slovak Republic

## Summary

I love problems solving and coming up with fast solutions.

Managed the teams up to 50 colleagues and founded 2 successful gastro businesses with multiple locations in CEE.

Active in non-profit sector and served as member of city council in Slovakia.

Now trying to make lives of small and medium business owners easier.

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## Experience

### Self Employed

#### Small Business Consultant

February 2013 - Present (7 years 5 months)

I am creating, implementing and consulting business strategies. Mentoring and workshops focused on small and medium businesses.

Projects and clients:

Various SMEs in Slovakia - U Kubistu bistro, Sushi Time, Maximilian Mucska Tailors, Svet Bedniciek, Powerlogy, ...

### NYC Corner

#### Founder

September 2015 - January 2020 (4 years 5 months)

Bratislava

Responsible for PR & Marketing, managing the team and seizing the opportunities.

NYC Corner is the streetfood concept

Based in Bratislava city centre permanently and venues & festivals in Slovakia, Czech Republic and Austria.

<https://www.facebook.com/nyccorner/>

### Mesto Prievidza

City Council Member

August 2016 - December 2018 (2 years 5 months)

Prievidza, Trenčín Region, Slovak Republic

### Regal Burger

Founder

July 2013 - August 2015 (2 years 2 months)

Bratislava

Responsible for HR, Marketing and Operations

Managed the growth from 1 to 35+ employees and two venues

Regal Burger is local hamburger chain focused on quality and fresh ingredients (<https://www.facebook.com/regalburger/>)

### SEESAME Communication Experts

Senior Manager

January 2011 - January 2013 (2 years 1 month)

Bratislava, SK

Clients:

Dell: Key Account Manager for Consumer, Commercial, European Business Center in Bratislava; CSR activities; co-founder of Startup Awards.SK project

Orange: Account Manager for Internet and FTTH products

Union: Key Account Manager & Copywriter for “Nie som ovca. Viem si vybrať sám” Campaign; Media Relations; Crisis and Corporate Communication

DG for Justice (European Commission): Key Account Manager for “For Diversity. Against Discrimination” Campaign

Roma Education Fund: Key Account Manager for “A Good Start project” Communication

SPP: Social Media Communication; CSR activities

Shell: Corporate Communication

European Commission Representation in Slovakia: Media Relations;  
Cooperation with NGOs

Printec: Media Relations

mTrust: Marketing Strategy

PosAm: Communication Strategy; Media Relations

TNT: Media Relations; B2B Communication

Lanxess: Marketing Strategy; Media Relations

Profimedia: Media Relations; B2B Communication

NGO consulting: Demagog.SK, education and startup projects

- Specializing in Strategic Planning, Media Relations, Campaigns Executive,  
Crisis Communication, Social Media, Copywriting

Masaryk University

Research Assistant

April 2010 - October 2012 (2 years 7 months)

- General Elections in 2010 in Czech and Slovak Republic – analysis of media coverage, billboards, campaign meetings; coding in SPSS
- Regional and Senate Elections in 2010 in Czech Republic – analysis of billboards; coding in SPSS
- Municipality Elections in Mikulov and Hodonin cities – research in local libraries; analysis
- Theories and Methods of Political Marketing – co-author of Permanent Campaign chapter

Political Marketing Group CEE (Central and Eastern Europe)

Volunteer

April 2010 - April 2011 (1 year 1 month)

- Co-organiser of How to Communicate Politics 2010 international conference about political marketing and communication
- Writing articles
- Research

#### Partners Group SK

Personal Assistant of Director

January 2009 - September 2009 (9 months)

Bratislava, SK

- Preparing materials for meeting
- Briefing
- Communication with Clients

#### Talkshow

Manager of Music Band

January 2007 - January 2009 (2 years 1 month)

- Organising gigs and tours
- Fundraising
- PR

#### Partners Group SK

Independent Financial Advisor

August 2007 - September 2008 (1 year 2 months)

Prievidza, SK

#### CKM 2000 Travel

Travel Agency Consultant

September 2006 - September 2007 (1 year 1 month)

Banska Bystrica, SK

- Selling Travel Products (language courses, ski holidays, flight tickets, ...)
- Marketing Activities

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## Education

Masaryk University Brno, Faculty of Social Studies

MA, Political Science, Electoral Studies and Political Marketing · (2009 - 2013)

Matej Bel University

BA, Political Science · (2006 - 2009)