



Vladimir Mrazik

B2B MARKETING CONSULTANT

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^ PROFILE

Eight years of B2B marketing in factory automation, scientific instrumentation and quality control and R&D instrumentation, at KEYENCE and Tescan. Demand generation, ABM, go-to-market strategy and product launches across 11 European markets and globally, covering both the strategy and the hands-on execution, online and offline.

^ EXPERIENCE

Independent B2B Marketing Consultant, **VM | European Market Entry**

2026 TO PRESENT

EUROPEAN MARKET ENTRY · PRAGUE, CZECH REPUBLIC

European market entry for Chinese manufacturers of industrial, analytical and scientific instruments. Marketing strategy, positioning, demand generation infrastructure and trade-show programmes, delivered end to end.

Global Marketing Communications Manager, **Tescan**

02/2024 TO 11/2025

SCIENTIFIC INSTRUMENTATION · SEM, FIB-SEM, STEM, MICRO-CT · BRNO, CZECH REPUBLIC

- ^ Built the 2025 global marketing plan from scratch, presented it to the CMO, CRO and General Manager, had it approved, executed it, and owned the annual marketing communications budget.
- ^ Ran the flagship SEM launch programme to **800 qualified prospects and 70 MQLs in 3.5 months**, across video, PR, website, paid media, email and LinkedIn.
- ^ Delivered a calendar of 3 product launches, 3 feature launches, 90 email campaigns, 14 webinars and 100 LinkedIn posts across 5 product lines and 5 verticals.
- ^ Owned email performance marketing in HubSpot on a 28,000-contact database, holding **25 to 35% open rates** at 0.2% unsubscribe.
- ^ Directed 6 specialists, 3 regional marketing managers in the United States and Asia-Pacific, and 4 agencies, coordinating 15+ stakeholders through 12 to 36 month sales cycles.
- ^ Lifted event lead collection **25%** across the global trade-show programme through new tracking, sales training and booth strategy.
- ^ Led SEO, SEM and website optimisation, including audits, Google Ads resets and microsite redesigns that improved lead capture.

Marketing Specialist, **KEYENCE**

11/2017 TO 06/2023

FACTORY AUTOMATION · SENSORS, VISION, 3D SCANNERS, METROLOGY, INSPECTION · MECHELEN, BELGIUM

- ^ Joined as Marketing Coordinator, promoted to Marketing Specialist in under two years. Ran demand generation and multi-channel campaigns across **11 European markets and 12 languages** into 6 to 18 month sales cycles.
- ^ Created the go-to-market strategy for a new product line that reached **148% of its first-year sales target**.
- ^ Led the company presence at 8 trade shows and 80 conferences, generating **10,000+ leads**.
- ^ Ran ABM and 9 direct-mail campaigns, growing SQL pipeline **20% year on year**, with direct mail at **380% ROI**.
- ^ Owned bi-weekly email campaigns to a 220,000-contact database, and executed Google Ads and SEO across 50+ keywords and landing pages to improve conversion.
- ^ Coordinated 8 agency partners and directed trade-fair teams of up to 15 people, producing 50+ marketing assets and training sales teams on positioning and materials.



^ EXPERIENCE, CONTINUED

Accounting Analyst and Financial Analyst, IBM and DXC Technology

10/2014 TO 09/2017

MULTINATIONAL SHARED SERVICES · BRATISLAVA AND PRAGUE

- ^ Delivered reporting and financial analysis for regional stakeholders, improving decision support, process consistency and data accuracy in a multinational B2B environment.
- ^ Built business cases, evaluated ROI for senior leadership, and supported audit and process standardisation. This is the analytical foundation used in the marketing roles above.

^ SKILLS

PRODUCT CATEGORIES	Sensors, machine vision, 3D scanners, metrology and measurement, barcode readers, laser markers, process control. SEM, FIB-SEM, STEM, micro-CT.
INDUSTRIES	Automotive, semiconductor, batteries, materials science, life sciences, food, pharmaceuticals.
MARKETS	11 European markets and 12 languages. Global coordination across Europe, the Americas and Asia-Pacific.
MARKETING	Demand and lead generation, ABM, go-to-market strategy, campaign planning and execution, multi-channel marketing, performance marketing (SEO, SEM and PPC), email marketing, event management, content strategy and messaging, budget management and ROI analysis, market and competitive analysis, sales enablement.
LEADERSHIP	Cross-functional team leadership, multinational and multi-region coordination, agency and vendor management, stakeholder communication, project management.
TOOLS	HubSpot, Salesforce, Google Ads, Google Analytics, LinkedIn Campaign Manager, Power BI, SharePoint, ClickUp, Trello, Canva, Figma, AI tools and LLMs.

^ EDUCATION, LANGUAGES AND CERTIFICATIONS

EDUCATION

Bachelor, University of Economics in Bratislava
Business Management, Finance, Marketing and
Econometrics. 09/2011 to 08/2014.

LANGUAGES

English, Slovak, Czech.
Interpretation and Chinese-language reporting arranged for
China-side coordination.

CERTIFICATIONS

Inbound Marketing, SEO and Digital Advertising, HubSpot Academy. Google Ads across Search, Display, Video, Shopping and Measurement. Google Digital Marketing and E-commerce Professional Certificate. Claude AI, Anthropic.