

# Antonin Ruzicka

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## Summary

Self-motivated fast learner with 3+ years of hands-on experience in the day-to-day management of a remote-based (India, Israel, Czechia) company. Nerdy mind with team-leader social skills currently looking into options how to enter the crypto industry.

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## Experience

### Managing Director/Partner

Media Farm Limited • Prague

04/2018 - Present

- Leading multiple remote teams counting 30 employees in total.
- Managing ~30 adult websites with total traffic of 4 million users daily (increased from 1.8 million in 05/2018 - 08/2021).
- Increased monthly revenue from \$15,000 to \$90,000 (05/2018 - 08/2021).

### Marketing Manager

Media Farm Limited • Prague

09/2014 - 04/2018

- Same team as the previous position.
- Directed monetization of websites with total traffic of 2 million per day.
- Saved the company from bankruptcy by finding and developing a relationship with an advertising network which increased company revenue ~tenfold.

### Website optimization specialist

Frocca Limited • Auckland

09/2012 - 10/2014

- Increased revenue from paid sites by 27% in year 1.
- Tripled organic traffic in year 1.

### Social media director & Web analyst

Sun Marketing • Prague

12/2009 - 08/2012

- Started as an SEO specialist suggesting clients how to increase their organic traffic.
- Later I built and led a social media team consisting of 3 employees.
- At the end, I kicked off a new department focused on helping clients with increasing their website conversion rate.

### Javascript developer

Disney Mobile Games Studio • Prague

02/2009 - 08/2009

I was responsible for creating JS packages (containing games, ring tones, wallpapers, etc.) and deploying them on a worldwide distribution platform. It was a part-time position during my university studies.

### Ruby developer

Unicorn / Vigour a.s. • Prague

12/2007 - 02/2009

Overnight, along with my teammates, we developed a Ruby script that automated payroll processing for all holding employees (~1,000). Later on, we implemented various scripts

working with CSV, XML and JSON files. It was a part-time position during my university studies.

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### Skills

- Team Management
  - WordPress
  - Linux
  - Python
  - JavaScript
  - Business Development
  - PHP
  - SQL
  - Web Analytics
  - Cryptocurrency mining
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### Education

#### Management of ICT Projects

Unicorn College • Praha

07/2011

#### Information technologies

SPŠE V Úžlabině • Prague

05/2007

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### Languages

- Czech
- English