



GREGOR DUDKO
political marketer

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EXPERIENCE

Svetlana Tikhonovskaya for president

07.2020 – 09.08.2020
Minsk, Belarus

I was responsible for message strategy, image, flashmobs and creativity.
Result: she won 80% and I was labeled «the Czech puppetmaster».

Maxim Klimov to the city council, Alexey Navalny headquarters

05.2020 – 07.2020
Belgorod, Russia

I analyzed target audience, came up with message strategy, wrote slogan and crafted campaign's branding.

Richard Sulík – Sloboda a Solidarita leader, parliamentary elections

10.2019 – 01.2020
Bratislava, Slovakia

Competition analysis, strategy, videospot scenarios
Result: SaS made it to the parliament, Mr. Sulík became a deputy prime minister.

Voskhod advertising agency

02.2019 – 09.2019
Moscow, Russia

I wrote campaigns for the likes of Yeltsin Center, Kaspersky, Tochka bank etc.

Tycho Holleman to the Provincial state, VVD

11.2018 – 02.2019
Northern Brabant, Netherlands

I analysed competition, target audience, wrote strategy and slogan.

Tadáš Bača to the city council, movement «Změna je možná»

05.2018 – 10.2018
Mohelnice, Czech Republic

I have consulted the youngest municipal deputy in the Czech history.
Result: he won.

Victor Vorobyov to the city council, Just Russia

07.2018 – 09.2018
Syktyvkar, Komi Republic

I was responsible for the TV and radio spots, directmail, billboards, slogan and D2D.
Result: 22%

Vaclav Bělohradský to Senate, SZ + Social Democrats

09.2016
Prague 6, Czech Republic

I devised candidate's positioning and proposed several creative ideas.
Result: the campaign went viral, victory in the first round.

Matěj Stropnický, SZ – The Green Party

2014 – 2017
Prague, Czech Republic

I came up with strategic insights and creative ideas for 3 campaigns:
1. Prague city council 2014 – viral campaign, the candidate became a vice mayor
2. Party primaries 2016 – the candidate became a leader of his party
3. Parliament race 2017 – after party rebranding the preferences rose from 2% to 7%

EDUCATION

Metropolitan University Prague
Political Science
2012 – 2016

Prague University of Economics and Business
Management & Entrepreneurship
2010 – 2011

Charles University
Albertov Institute for Language
2009 – 2011

SESC USU
History and humanities
2006 – 2009

OTHER SKILLS

I am fluent in three languages: Czech, Russian and English and in the spare time I use them to write song lyrics for various music acts. I also have a working proficiency level in German and Slovak. I am good at reading polls and research papers and translating them into comprehensive working insights. I know the basics of graphic design, animation, academic painting and drawing, fashion and style, which is often a good help at the campaign and in everyday life.

My hobbies are reading, drawing and listening to music.
I collect art and run an anonymous Telegram blog :)