

Ing. Lukas Melichar

Online Marketing Manager

Bratislava, Slovakia | lukas@melichar.sk | +421 915 796 900 | linkedin.com/in/luxqs | melichar.sk

Summary

Online marketing manager with 15 years of experience, the last 12 in healthcare: cord blood banking in 7 EU countries, a stroke recovery treatment (Germany, USA) and a US laboratory start-up. Responsible for websites, performance marketing and analytics across 7 EU markets. Unifying online marketing across the 7 countries increased online sales by 42% and cut costs by 7%. Experienced in regulated communication (GDPR, HIPAA, medical claims rules). Engineer by training, hands-on with tracking, API integrations and automation. Currently also leading AI adoption in a healthcare group and coordinating CRM development.

Work experience

Cord Blood Center Group

2014 – present

Healthcare group: cord blood banking in 7 EU countries, a stroke recovery treatment (Germany, USA) and a laboratory (USA). I am responsible for online marketing in all three, in three roles held in parallel.

HQ Online Marketing Specialist, Cord Blood Center

Jun 2014 – present. Austria, Czech Republic, Germany, Hungary, Italy, Romania, Slovakia

- Digital marketing for 7 EU markets: websites, PPC (Google, Meta, Microsoft Ads), SEO, email and social media.
- Plan and control the annual online budget, with monthly results and ROI reporting to management.
- Coordinate local marketers in 7 countries on shared KPIs; select and manage agencies, copywriters and designers.
- Oversee content in local languages, including translation quality and checks against medical claims rules.
- Run analytics and tracking (GA4, Google Tag Manager) and the marketing platform accounts for all markets.

Digital projects and AI

- Lead AI adoption as AI administrator: tool selection, usage rules and access rights, a pilot of 12 AI agents for 8 departments.
- Designed a multi-level CRM data model for healthcare partners, from individual HCPs to their organisations.
- Delivered a Mailchimp–CRM API integration with the CRM supplier; email campaigns now use CRM segments.
- Led the MVP of a web platform for brokering suppliers.

Key achievement. One standard for websites, social media, tracking and KPIs in all country branches, plus automation for SMS, PPC and email. Online sales grew by 42% and costs fell by 7%, with less manual work and fewer errors.

Online Marketing Manager, CBC Health

Aug 2018 – present. Germany, USA

- Marketing for a premium-priced stroke recovery treatment: strategy, brand, Google Ads and Meta Ads campaigns.
- Automation of campaigns and call-centre processes; analysis, forecasting and reporting.

Key achievement. Built with suppliers an omnichannel lead tracking and scoring system that combines all channels, including the website, PPC, phone calls, SMS and email. Campaigns and call-centre follow-up run on it automatically, and the sales team sees high-potential leads first. It is in daily production use.

Online Marketing Manager, Blue Martin Laboratories

Nov 2022 – present. USA, start-up

- Marketing for a US laboratory start-up: brand, strategy, campaigns and selection of suppliers.
- Automation of marketing and call-centre processes.

Key achievement. Developed and prepared for launch a largely automated website with separate zones for clients, doctors, partners and the call centre, built to comply with HIPAA and GDPR.

Online Marketing Specialist

Apr 2013 – Jun 2014

Liberty Global (UPC Slovakia)

- First online marketing specialist in the company: PPC, email campaigns, web UX/UI and reporting.
- Increased online sales by 30% in the first year with PPC remarketing, UX changes based on competitor analysis and educational email campaigns.

Marketing Manager

Apr 2012 – Jun 2013

RF elements

- B2B marketing for wireless networking hardware: product launches at exhibitions in India, Dubai and other markets, video presentations, email campaigns and the company website.

Online Marketing Manager

Jun 2011 – Apr 2012

Telegraf Media (start-up)

- Built with internal IT the website and content management system for regional newspapers and radio, designed around advertising sales.

Skills and tools

Paid and social media	Google Ads, Meta Ads (Facebook, Instagram), Microsoft Advertising, YouTube, Taboola, ManyChat
Analytics and SEO	Google Analytics 4, Google Tag Manager, Tealium, Search Console, Semrush, Hotjar
CRM and automation	Mailchimp, n8n, CRM integrations via API, CallRail, Pipedrive; basic Salesforce
Web and design	WordPress, HTML, CSS, PHP, Photoshop, Illustrator, After Effects; basic JavaScript, Python and SQL
AI	Claude, Microsoft 365 Copilot, Gemini

Education

Ing. (Master's degree), Telecommunications and Multimedia, University of Žilina, 2007–2012. Project team leader (GEPON).

Exchange study, Telecommunications Engineering, Aalto University, Finland, 2011.

Certifications

Google Partner: melichar.sk

Google: Google Ads (formerly AdWords), Analytics, Mobile Advertising, Shopping, YouTube Advertising Advanced

Microsoft: Bing Ads Accredited Professional (now Microsoft Advertising)

HubSpot: Inbound Certified

Coursera: An Introduction to Marketing (The Wharton School), Marketing in a Digital World and Digital Analytics for Marketing Professionals (University of Illinois)

TREND Online Academy

Languages

Slovak and Czech (native), English (full professional), Spanish (limited working), German (elementary).

Side projects and outside work

Dumbbell Counter (Slovak interface) counts repetitions through the camera, right in the browser (TensorFlow.js). BikeFit Camera estimates bike fit dimensions from camera pose detection; the code is on GitHub. At home I build ESP32 smart-home devices for irrigation and for gas and smoke detection with Telegram alerts.

Ultra-trail running: Big Bear's Ultra 2026 (124 km, 34th of 107 starters) and Javornícka stovka 2025 (106 km).

Latest version: melichar.sk | CV updated in October 2026