

DAVID MAREK

CRM & BI Specialist

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PROFESSIONAL PROFILE

CRM & BI Specialist with hands-on experience in CRM implementation, data analytics, and sales process optimization. I design and build Power BI dashboards, KPI reporting, and data models that support decision-making for management, sales, and marketing. I combine a business mindset with a technical overlap in SQL, React, and Supabase.

WORK EXPERIENCE

Guest Experience Manager

2025 - present

Porsche Centrum Praha

- Leading a team responsible for delivering the customer experience in line with Porsche brand standards.
- Setting up and overseeing customer care processes and service quality.
- Ensuring compliance with Porsche Brand Guidelines and customer standards across all customer touchpoints.
- Leading recruitment activities and the onboarding and development of new team members.
- Managing customer data and supporting customer processes through CRM systems.
- Collaborating with the sales and service departments to increase customer satisfaction and process efficiency.

CRM Implementation & Analytics Specialist

2023 - present

Porsche Centrum Praha

- Leading the implementation of the internal CRM system across four Porsche Centrum Praha branches and the Czech importer.
- Training and providing methodological support to more than 30 employees using the CRM system.
- Building sales reporting, KPI dashboards, and management overviews.
- Supporting the sales and marketing departments through data analysis, customer segmentation, and performance evaluation.

Porsche Connect Specialist

2023 - present

Porsche Centrum Praha

- Introducing and coordinating Porsche Connect service processes in the Czech market.
- Providing customer support for the activation of Porsche Connect digital services.
- Resolving technical incidents and communicating with Porsche AG.
- Creating internal documentation, process manuals, and methodological materials.
- Providing expert support and training to employees on Porsche digital services.

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PROJECTS

Power BI: Sales, Leads & Customer Analytics

Built Power BI dashboards on CRM data from 4 branches and an importer. The Sales & Leads dashboard tracks leads, conversions, and salesperson performance (7 managers), with cold, warm, and hot lead classification and purchase intention tracking, which also led to pausing an inefficient campaign. A sociodemographic dashboard analyzes customers by model, age, source, region (heat map), repeat vs new customers, and gender, used across sales and service (around 30 users). ETL, DAX, and Power Query, HTML/CSS/JS visual layer in Power BI.

Retail Next

Multi-tenant application Retail Next for vehicle inventory and online enquiry management across Porsche Centres, used by around 30 users in sales and service. The online enquiries module processes leads from Meta and optimizes campaign targeting via Meta Pixel ID. Stack: React, Tailwind CSS, SQL, Prisma ORM, TOTP authentication, Vercel + Supabase.

SKILLS

Business & Data Analytics

Power BI (Power Query, DAX) · Excel (pivot tables, formulas) · CRM Systems · ETL Processes · KPI Reporting · Microsoft 365

AI-Assisted Development

React · Tailwind CSS · SQL · Prisma ORM · Supabase · Vercel · HTML/CSS/JS · Git

Soft Skills & Management

Customer Experience · Leadership

Personal & Languages

English (C1) · Driving License (B) · Nationality: Czech · Prague

EDUCATION

Bachelor's Degree — International Marketing & Management
University College Prague (UCP)
in progress, part-time (combined)

Business Academy, SPgŠ, VOŠ a JŠ s.r.o.
High School Diploma (Business Academy)