

Tadeas Novotny.

Marketer who codes.

Marketing strategist · Developer · Creative

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I connect marketing strategy with hands-on building: campaigns, content, websites and internal tools. Alongside my studies at FIT VUT in Brno, I work across social media, paid advertising, video production and AI-powered products.

SELECTED EXPERIENCE

Outloud

Strategist & Social Media Manager

- Developed marketing strategies, managed social content, wrote blogs and copy, and worked with analytics. Expanded into side-project strategy, monetization, UGC and AI-generated UGC.
- Built Content Hub and internal automations, helping improve content management and giving the team clearer direction on what to create next.

MediaRise

Launched 2026

CEO & Founder

- Founded a digital agency with Lukas Konarik to help local small and medium-sized businesses with websites, tools, apps, marketing and paid advertising.
- Lead outreach through cold calls and email, alongside team coordination, client development and hands-on building.

Trigger Service

Head of Media

- Led digital marketing for a Brno shooting range: paid ads, social media, filming, production and post-production.
- Helped gain thousands of followers across YouTube, TikTok and Instagram, and hundreds of thousands of views. Digital activity also contributed to leads and online purchases.

Freelancing

Video Editor & Digital Storyteller

- Edited talking-head content and ads in Apple-inspired, cinematic and SaaS styles. Client videos reached millions of views across projects.

Ennedi Attic

Ongoing collaboration

Real Estate Marketing & Web Development

- Run paid ads and create advertising content for property sales. A couple of properties have sold during the collaboration.
- Built the agency's website with property-listing management; not yet live. Gained experience marketing properties valued above \$100,000.

Ideas into something real.

Selected products, client systems and creative collaborations.

Cherry / Content Hub

In use at Outloud

Built the entire content-management tool for Outloud, then rebranded it as Cherry for a future public offering. Worked with APIs, MCPs and Figma; API compatibility was the main technical challenge.

Prompt it

Live

Built an AI tool that turns a user's task into a detailed, tailored prompt. My first project integrating AI into the product itself. makebetterprompt.com ↗

Orlando4Babies

Built · Not launched

Built the complete e-shop and internal information system, including user roles and an admin panel for packing workflows. Learned to tackle complex systems from the fundamentals.

Trilobit

In development

Developing the entire website and reservation system for a Czech children's nonprofit. The reservation system is the central technical challenge.

Ninety

In development

Building a personalized game to track a 90-day self-improvement challenge, starting with the player's vision. Developing the App Store version and learning game design.

5second website

Project concluded

Developed the backend with extensive AI integration alongside Jindra Faborsky, who led frontend and business strategy. The project ended without a clear path to further collaboration or investment.

CREATIVE COLLABORATIONS

Bai Chocolatier

Managed editors, post-production workflows and quality review. Together, we delivered 10 videos for a chocolate launch.

ClosetScape

Created AI UGC at scale, then more realistic videos with Higgsfield. Managed social media to encourage App Store downloads.

EDUCATION

Brno University of Technology · FIT VUT

Computer science studies. Bachelor's thesis focused on AI model training for teeth segmentation.

CAPABILITIES

Marketing

Strategy, social media, paid ads, copywriting, analytics, UGC and outreach.

Building

Websites, apps, internal tools, API integration, MCPs and workflow automation.

Creative & tools

Video editing, filmmaking, Figma, Higgsfield, Claude, GPT and Codex.