

Benny Water

Digital Communication and Technology Strategist

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Profile

I approach digital communication as a connected system where design, content, workflows and technology reinforce each other. My goal is to create clear structures that help people understand, access and use information more effectively.

Core Skills

Communication strategy,
Information architecture,
Technical communication,
User needs analysis.

WordPress, HTML, CSS,
Docker, Traefik, Linux, n8n,
workflow automation,
Local LLMs

Brand identity, editorial design,
Adobe Creative Suite, Figma, Web
Design, UI/UX, Graphic and Print
Design

Languages

Dutch (Native)
English (C2)
French (C2)
German (B2)
Chinese (A1)

Experience

Autoline Sales Support Analyst, Dutch Market

Keyloop, Prague | 2023–2025
Provided frontline support for dealer management software in Dutch-speaking markets
Diagnosed technical issues using KCML and internal tools
Communicated findings clearly and maintained structured documentation supporting internal knowledge workflows

Freelance Digital Communication and Design Consultant

Self Employed, Prague | 2017–Present
Designed communication systems, websites, and structured content environments
Built WordPress sites using Docker and Traefik
Developed brand identities and visual assets
Implemented AI-assisted workflows using n8n and local LLMs
Delivered multilingual communication support and full project coordination

Art Director and Co-Founder

Okó Magazine, Prague | Jan 2018–Dec 2020
Led visual identity and editorial direction for an English-language magazine
Produced nine printed editions and ensured consistent design across print and digital platforms

Designer and Social Media Manager

Smith Novak, Prague | Dec 2019–Mar 2020
Produced communication materials, event graphics, and presentations
Supported social media growth and helped prepare communication assets for the Global NPL event

Art Director

Youth Time International Movement, Prague | Feb 2017–Jul 2017
Directed communication materials, created branding and editorial assets
Represented the organization during an international event in Beijing

Education

Technical Degree in Internet and Multimedia

Université Sud Toulon Var, France | 2013–2026
Includes an exchange year at Charles University in Prague (2025–2026)

TEFL Certificate

Uni Prep Corporation, Canada | 2016