



About me

Marketing professional with 7+ years of experience driving brand growth, digital strategy, and campaign execution across multiple industries. Skilled at combining creative storytelling with data-driven insights to build impactful campaigns that increase awareness, engagement, and conversions. Passionate about brand positioning, performance marketing, and delivering measurable ROI.

Key skills: Digital marketing, SEO/SEM, Google Ads, Meta Ads, Content Marketing, Email Automation (HubSpot, Mailchimp), Analytics (Google Analytics, GA4, Tableau), Brand Strategy, Copywriting, CRM, A/B testing, Influencer partnerships, Event Marketing, Social Media Strategy.



Achievements

- **Boosted lead generation by 60% YoY** through an integrated inbound marketing strategy (SEO + content + automation).
- **Launched a multi-channel campaign** that increased social media engagement by 220% and drove a 35% increase in website traffic within 6 months.
- **Achieved 4.5x ROAS** (Return on Ad Spend) on paid media campaigns by optimizing targeting and bidding strategies.
- **Implemented marketing automation workflows** that reduced manual effort by 30% and improved lead nurturing effectiveness.
- **Rebranded a SaaS company** including new messaging, positioning, and visuals — contributed to a 25% rise in client acquisition.
- **Negotiated influencer collaborations** that expanded reach to over 2M new audience members with a minimal budget increase.



Work experiences

Marketing Manager — *PulseWave Media (fictional)*

2021-Today

- Developed and executed the annual marketing strategy, aligning with business objectives and sales goals.
- Managed a monthly ad budget of \$40K across Google Ads, Meta, and LinkedIn — consistently delivered >3x ROI.
- Oversaw a team of 4 specialists (content, design, paid ads, SEO).
- Established a structured A/B testing framework that increased landing page conversion rates from 1.9% to 4.7%.

Digital Marketing Specialist — *BrightPath Sol. (fictional)*

2018-2021

- Led SEO/SEM initiatives, resulting in a 70% increase in organic search traffic within 18 months.
- Created content marketing campaigns that generated over 15,000 qualified leads.
- Managed email campaigns with an average 28% open rate and 12% CTR.
- Implemented CRM-based lead scoring and nurturing workflows that shortened the sales cycle by 20%.

Marketing Coordinator — *Horizon Group (fictional)*

2015-2018

- Supported marketing campaigns across print, digital, and event channels.
- Coordinated trade show presence at 10+ industry events annually, securing 300+ new leads per event.
- Managed social media accounts, growing followers by 150% in 2 years.
- Assisted in content creation (blog posts, newsletters, product brochures).



LANGUAGES

French - Native
English - Native
Hungarian - Notions



STRENGTHS

Responsibility
Take the initiative - Autonomy
Solution oriented
Out of the box thinking
Resilience

Agile methodology (SAFe)
Leadership and management
Innovative
Organized – Structured