

Daniella Boda

Client Specialist & Data Analyst @SentiOne

Summary

N/A

Experience

Client Specialist & Data Analyst at SentiOne

December 2016 - Present

SentiOne is the Number One Social Listening Company focused on Europe.
Everyday we work with over 500 brands on 26 European markets.

We help global and local brands track and measure consumers opinions and activities in social media.

We work with over five hundred large and medium companies: Procter&Gamble, McDonald's, Nike, Unilever, Beiersdorf, Tesco, Starcom, Mindshare, Mediacom, Saatchi&Saatchi or Ogilvy and Mather.

Every day we help our customers:

- monitor their brands online
- track social media KPIs
- collect real-time consumer insights
- measure reach of online campaigns
- control their online reputation
- improve online customer care
- identify brand ambassadors
- detect negative mentions
- boost online sales by finding potential leads

News Reporter at RTL Magyarország

June 2014 - December 2016 (2 years 7 months)

Main topic: Social problems

Responsibilities: collecting topics, organizing and making interviews both in Hungarian and in English, script writing, project management

In 2016 extra tasks added: online content management, video editing, Social Media Content Production

Editor

February 2014 - December 2014 (11 months)

Related topics:

Working

Volunteering

Creativity&Culture

Responsibilities: editing and translating articles of journalists, collecting topics for them, Social Media Management

https://europa.eu/youth/HU_hu

Intern at RTL Magyarország

June 2012 - June 2014 (2 years 1 month)

Assistant Reporter at RTL Klub News section

Trainee Junior Account Executive at Grey Group

June 2009 - August 2009 (3 months)

Responsibilities: Computer data entry, Competitor Analysis, Translation

also between:

- June 2010 - August 2010

- June 2011 - August 2011

Education

Eötvös Loránd University

Master's degree, Ethnic and Minority Expert, 2014 - 2016

VU University Amsterdam

International semester, Sociology, 2013 - 2014

Eötvös Loránd University

Bachelor's degree, Sociology, 2011 - 2014

Eötvös Loránd University

Bachelor's degree, Communication and Media Studies, 2010 - 2014

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[Contact Daniella on LinkedIn](#)