

Bence Varga

Business Development Executive at SentiOne

Summary

N/A

Experience

Business Development Executive at SentiOne

July 2017 - Present

SentiOne is the number one Social Listening company focused on Europe, working with over 500 brands on 26 European markets.

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

We are already helping: Procter&Gamble, McDonald's, Nike, Unilever, Beiersdorf, Tesco, Starcom, Mindshare, Mediacom, Saatchi&Saatchi and Huawei monitor their brand and products online.

We also help our clients:

- 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

Responsible for mainly Hungarian and a few CEE markets, in charge of:

- Research and create sales leads for potential B2B clients
- Key Customer Acquisition
- Business relations development with Key Customers

Key Account Manager at Citysonder.com

September 2016 - April 2017 (8 months)

Citysonder is an ambitious tourism startup in the CEE region that launched a online platform to connect tourists with locals for a more unique travel experience.

Besides servicing Key Accounts main responsibilities included:

Identifying & sourcing new business partners & clients, client relations & negotiation, coordination of market research in Budapest's tourism sector, following sales strategy to support successful and quick market penetration

Project Manager at Baldashti Partners

September 2015 - July 2016 (11 months)

Education

London Guildhall Faculty of Business & Law

Bachelor's Degree, International Hospitality Management, 2012 - 2015

Városmajori Gimnázium, Budapest

A-levels, 2008 - 2011

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[Contact Bence on LinkedIn](#)