



KRISZTINA DUDAS

MARKETING & COMMUNICATIONS DIRECTOR

PROFILE

I am a multifaceted communications strategist and offer a massive experience in national and international strategy development and implementation of several hundreds of campaigns on domestic and international markets.

I am recognized as a turnaround person and I am a great fan of the transformation to the digital edge.

ACHIEVEMENTS

Membership

- Board Member, Hungarian Advertising Association
- Mentor, Hungarian Marketing Association
- Founding member, Marketing Decision Makers' Club of HMA



Recognition

- Award of Excellence in Digital Customer Care
- TOP 50 Marketing Leader
- Golden Effie Award



Training

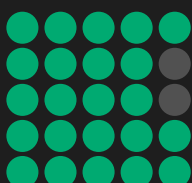
- Communication training by government spokesperson
- Personal coaching
- Assertive communication
- Positive influence and power
- 7 habits
- Marketing Forum Europe
- Online Academy



SKILLS

Skill group

Communications
Tolerant&flexible
Problem solving
Team leadership
Analytical



EXPERIENCE

2019

MikroCredit - digital startup

Marketing Director

- Highest website traffic in personal finance segment with 130.000 visitors/month
- No1 on Google Acquisition list in the financial sector in 2019 with 49% impression share
- New Facebook page redesigned in May achieved the highest engagement rate
- Successful implementation of sales funnel measurement and traffic channel efficiency
- UX/UI redesign of web application funnel for significantly decrease the leakage and increase completed application volume
- Launch automatized customer communication (push notification, email) to increase significantly the conversion ratio
- Launch blog, implement content marketing strategy, on-site and off-site SEO.

2014 - 2019

Provident

Marketing Director

- The highest volume of leads generated within the Group
- Lead target is over-delivered in four consecutive years (+10% new customer, +20 reserve customer)
- 55% of new loans are generated by marketing vs. 2700 salesforce
- Online channel performance increased from 20 to 50% in two years
- First chatbot implementation in the financial sector
- First digital ecosystem in the sector
- Rebrand of Provident resulted in significant brand KPI improvement
- Best result at IPF for retaining churn customers by predictive modeling

2012 - 2014

dp ConsultinGroup, United Media Company

Managing Partner

- Freelance marketing and media consultant

EDUCATION

Economist, BA – Budapest
Business School
CIM – Manchester Business
School, UK

LANGUAGES

Hungarian - native
English - fluent
Russian - basic

CONFERENCE & MEDIA COVERAGE

- ✓ **Speaker at Marketing Summit, HMA**
- ✓ **Professional grater at Brandfestival**
- ✓ **Speaker at Annual Brand Conference**
- ✓ **TV interview at Brandmania, RTL Klub**
- ✓ **Press interview at Marketing & Media**
- ✓ **Press interview - Media Piac**
- ✓ **Radio interview - Jazzy**

CONTACT

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2010 - 2012

Hungarian Tourism Agency

CMO

- Create and renew the visual and verbal identity of Hungary
- Communication strategy development of Széchenyi Card for the Ministry for National Economy
- Annual Marketing Plan created and educated at several universities in the marketing curriculum
- Award-winning (7 international prizes) exhibition stand for prestigious international trade shows
- Launch of Hungary's local and international websites

2004 - 2010

Malév Hungarian Airlines

Head of Marketing, Loyalty Program, Product & Customer Relations

- Redesign and restructure the customer service of the airline, implement CRM resulted in Best Airline in Eastern Europe Award
- Manage communications campaigns on domestic and 30 international markets
- Manage brand, research, customer relations, and communications programs
- Renewal of the frequent flyer program, ground and onboard passenger services

2000 - 2004

IBM

Marketing & Communications Director

- Recognition by EMEA VP of Marketing for excellent marketing operation in the region
- Represent the company externally; act as a spokesperson including media interviews
- Award for best click through and best website in CEMA region
- Manage successfully the crisis communication of the hacked government portal

1998 - 2000

Invitel

Group Head of Communications

- Launch integrated corporate brand and brand architecture for the subsidiary companies
- Harmonization and unifying products and pricing of our companies
- Integrated corporate website launch

1995 - 1998

ING Bank

Head of Marketing

- Create a corporate image for the bank
- Launch ING's first debit card and bank account packages for privates and corporates

1992 - 1995

Pepsi

Trade Development Manager

- Pioneer in trade marketing programs and channel-specific promotions in FMCG sector
- Largest customer promotion in HU