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|  | KRISZTINA DUDAS  Budapest, Hungary ▪ 0620 3390827  [krisztina.dudas03@gmail.com](mailto:krisztina.dudas03@gmail.com)  linkedin.com\in\krisztina-dudas-94273234\ | KRISZTINA DUDAS |

Marketing Director

*Strategic Development & Analysis / Marketing Communications & Research / New Product Launch*

*Product Promotion & Positioning / Internal & External Communication / Creative Problem Resolution*

Highly versatile & result oriented senior marketing management professional showcasing illustrious career and impressive accomplishments in delivering high level marketing & communication solutions as well as leading corporate marketing strategy and internal & external communications. Demonstrated hands-on management skills in development and implementation of strategic plans to ensure company growth. Win-Win solutions strategist, adept at implementing integrated marketing solutions from conception to actualization.

Vital track record in managing & directing client development activities, product promotion, and creative marketing/sales strategies for financial services, technology, and government agencies. Ability to analyse issues, devise continuous process improvements, and incorporate initiatives to increase efficiency, streamline operations and decrease overall expenses with minimal resources.

Areas of Expertise:

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| * Collaborative Leadership * Revenue Generation * Events, PR, & Social Media * Performance Marketing * Digital Innovations | * Brand Management * Change Management * Cross-Team Collaboration * Product Development & Roadmap * Cost Control & Churn Management |

Professional Experience

MikroCredit Zrt

**Marketing Director** (2019 to April, 2020)

Conceptualise, implement, and optimise the marketing and sales funnel using industry best practices with a heavy emphasis on measurement and optimization. Initiate the conception of automatized customer communication (push notification, email), increasing conversion ratio. Create and execute overall digital and offline marketing, including SEO/SEM, marketing database, email, blog, push notification, social media, display advertising, and TV campaigns. Employ ROI and KPIs for performance evaluation of all digital marketing campaigns, identify areas of weakness to optimise user experience and customer journey.

***Selected Contributions:***

* **Drove 130.000 visitors/month to website**, highest in personal finance segment, utilizing SEO & SEM marketing techniques.
* Acquired **#1 status on Google acquisition list** in financial sector, in 2019 with **49% impression share.**
* **Redesigned company’s Facebook page** resulting in **highest engagement rate** till date.
* **Reduced leakage** and **increased completed application volume** by successfully **redesigning UX/UI of web application funnel.**
* **Implemented visualized real-time Super metrics and Data Studio reporting** for supporting management decisions such as **budget allocation, customer services capacity and cash flow management**.

Provident

**Marketing Director | Member of Board** (2014 to 2019)

Spearheaded strategic and tactical execution of marketing campaigns, including design of test/control segmentation, implementation of tests, tracking, results reporting, analysis, and recommendations. Drove sales by leading overall process of conception to implementation of marketing plan and strategies, product concepts, and promotional programmes. Liaised with senior management, oversaw and grew marketing directorate, consistently identifying revenue opportunities within established client base and achieved consistent growth by securing new customers.

***Selected Contributions:***

* **Over-delivered lead target** in four consecutive years (**+10% new, +20% reserve customers**)**.**
* **Increased online channel performance** from **20 to 50% in two years**, generating **highest volume of leads** within group; **55% of new loans generated** via marketing, as compared to 2700 salesforce.
* Led the **initiation of digital ecosystem** as well as **first chatbot implementation** in financial sector.
* **Rebranded** Provident, creating a stellar image, resulting in **significant brand KPI improvement**.
* **Retained churn customers** through proactive and reactive strategies including **predictive modelling**, optimizing customer experience and **improving overall profitability**; achieved **best results at IPF Group**.
* **Achieved 70% coverage** for Insurance package and **turned it into second largest profit generator** through **creation of proper product portfolio and roadmap** through offering expansion by other financial products including insurance and building society products.

dp ConsultinGroup, United Media Company

**Managing Partner** (2012 to 2014)

Acted as freelance marketer and media consultant. Identified goals, design and develop main media strategies; execute same and monitored outcomes. Drafted reports and created marketing presentations for management, assisting in making important financial decisions. Produced interactive and impactful marketing materials and assisted in ongoing marketing campaigns.

***Selected Contributions:***

* **Led corporate brand development**, designed outlook of new head quarter, produced office furniture and design elements, **created online and offline product catalogue**, **redesigned website visual and content** for Ganteline.
* Oversaw **design and production of promotional display and POS materials** for Nestle, Coca Cola, Procter & Gamble; **designed stands for Samsung, dolce Gusto, Lindeman’s, and Kinder Bueno** for Scandinavian exhibition fairs.
* **Spearheaded brand integration and communication strategy development** for local organic and beverage products.

Hungarian Tourism Agency

**CMO** (2010 to 2012)

Outlined and renewed visual and verbal identity of Hungary through innovative measures. Developed communication strategy of Széchenyi Card for Hungarian Ministry essentially boosting national economy. Designed and developed annual marketing plan, oversaw implementation in marketing curriculum and teaching at several universities. Supported arrangement of special events such as press, study tours, international exhibitions to maintain positive public image of Hungary as a destination on major international markets. Controlled content development for all print, digital, and online materials including public relations, advertising, trade shows, media orientation, and cooperative marketing projects.

***Selected Contributions:***

* **Promoted Hungary as travel destination** on major international markets by designing an integrated strategy to **increase inbound traffic** **and domestic travel** by highlighting local touristic destinations and events and creating program for TV & Online channels and magazines for press and outdoor.
* **Designed and executed Budapest Winter Invitation campaign** for 15+ European markets via **online and offline channels, generating cc.100.000 guest nights**; largest ever campaign promoting Budapest as tourist destination delivering wide market coverage.
* Represented agency through exhibition stands for prestigious international trade shows; received **seven international awards**.
* Launched Hungary’s local and international websites **furthering strategic tourism objectives** of country.
* **Increased inbound traffic growth by 8.9%** by **creating touristic products for use in communication campaigns** and establishing **proper positioning for Hungary brand**.

*Additional experience as Head of Marketing, Loyalty Program, Product & Customer Relations* *with Malév Hungarian Airlines, Marketing & Communications Directors with IBM, Group Head of Communications at Invitel, Head of Marketing with ING Bank, and Trade Development Manager with Pepsi.*

Education and Credentials

**Economist, BA** • Budapest Business School – Budapest, Hungary

**CIM** • Manchester Business School – Manchester, UK

Professional Associations

Board Member, Hungarian Advertising Association

Digital mentor, Hungarian Marketing Association

Founding member, Marketing Decision Makers’ Club of Hungarian Marketing Association

Professional Training

Communication Training by government spokesperson | Personal business coaching | Assertive communication |7 habits by Franklin Covey | Positive influence and power by Chartwell UK| Marketing Forum Europe, UK | Online Academy