



**GYOZO GALCSIK**

Professional digital native.



+36 20 254 6481

gyozo@galcsik.hu

/in/galcsikgyozo

@gyozogalcsik

## LET ME INTRODUCE MYSELF,

My name is Gyozo Galcsik and ever since I can remember digital media communication, technology and advertising is my passion. I have always worked in these areas in some form from the age of 13.

This enthusiasm for online multimedia content creation started when the first phones with cameras appeared, and I've been carrying it my whole life ever since.

At first, I collected my thoughts, pictures, and short videos in the form of blog posts. By pure curiosity, for further personalization of these blogs, I started to learn web development and design by myself. Even though I was self-taught I managed to start my professional career as a freelance web developer and web designer.

Later, thanks to my old blog I got a job offer from an online newspaper to work for them as a photojournalist. Meanwhile, I started to post regularly on my social media accounts as well. This is how I became an influencer with an audience containing over 25,000 people.

Shortly after I was recognized by a company and got another job offer. I had the chance to pair the love of digital content creation with another old passion which is advertising and started working as a Social Media Marketing Manager with the insights of an influencer. For more than 3 years I've been planning, directing, supervising, and managing social media and influencer campaigns for companies, being the head of the social media department of the company - and working as a freelance photographer and videographer in my free time.

Then I returned to my roots of web development, and for 1,5 years I was working as a Product Manager for a fully automatized influencer marketing platform that makes creating and managing campaigns easy for clients as well as influencers worldwide covering more than 30 countries. Here I could practice the knowledge I gathered through the years working in completely different areas, all at once.

My responsibility was the overall product management of the whole digital infrastructure. Supervising and being the head of the software development department and the UI/UX team. Taking responsibility for the social data warehouse. Developing product lines and appraising new ideas for market viability. Creating product marketing communication objectives, and working with the sales director to create product sales strategies.

Nowadays for the last 2 years, I've been working as a full-time freelancer web developer and web designer while still working on photo and video projects for social media.

I consider myself lucky because my hobby is my work and vice versa.

Looking forward to meeting you in the near future!

Sincerely,



**GYOZO GALCSIK**  
Professional digital native.

## SKILLS

### Coding

PHP, HTML, (S)CSS, JavaScript,  
jQuery, AJAX, MySQL

### Design

Figma, Sketch, Procreate

### Adobe

Photoshop, Lightroom,  
Premiere Pro, Audition,  
Dreamweaver, InDesign

### Operating systems

Apple macOS  
Microsoft Windows  
Linux – Debian, Ubuntu

### Microsoft Office

Excel, Word, Power Point

### Google

Ads, Analytics, YouTube Studio,  
Workspace

## LANGUAGES

### Hungarian

native language

### English

full professional proficiency

### French

elementary proficiency,  
knowledge in economic language

## WORK EXPERIENCE

### Freelance Web Developer & UI/UX Designer

2010 - 2014 · 2020 -

Providing services to clients such as designing, coding, installing, and maintaining websites.



**BACARDÍ**



**JAMESON**



### Product Manager – Post For Rent Agency

Aug 2019 - Jan 2021

Responsible for the development, owner of the business strategy behind the product, specifying the functional requirements and coordinating the launch of several different product lines. Working directly with the international team of software developers, marketing managers, designers, sales teams, and finance teams.

### Influencer & Social Media Marketing Manager – POME Advertisement Agency

Nov 2016 - Dec 2019

Working as an online media planner, creative director, content supervisor, account manager, and campaign analyzer – all in one. Providing solutions and managing award-winning short-term and long-term social media campaigns for our clients.



**Bravos**



### Accredited Director of Online Content Production - Cappy (through Rewart Agency)

Aug 2018 - Feb 2019

The Coca-Cola Company commissioned me through Rewart Advertisement Agency to be responsible for creating, producing, and managing the Cappy brand's online charity project called "Doing Good Tastes Good". The goal of the campaigns was to raise awareness of the importance of donations and to dispel any doubts that may arise with foundations. As a result, we produced and published 29 online photo and video posts on Cappy's official Facebook page, and donated more than 20,000 EUR to charities.

The project ended up as a shortlist finalist on Content Marketing Awards '19 and Online Video Awards 2019.

### Part-time Freelance Photographer & Videographer / Digital Content Creator

2015 -



**Wolt**



**D-Link**

### Photojournalist - Nullker.hu @ Plus Creative Agency

2014 - 2015