

*Having structured, strategic thinking, with good organization and strong analytic skills. I am accurate, good in project management.*

*I enjoy any opportunity to continue to grow my experiences.*

## Work experience

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10/2023-

**EMEGY (NGO / Association for Healthier Workplaces)**

**Pro-bono Marketing Consultant**

Managing social and other online platforms of the Association.

04/2023-

Studying **front end development**. Focusing on HTML5, CSS, SASS, JavaScript, React, Bootstrap. My portfolio on <https://github.com/hszilvi>

01/2020-03/2023

Took 3 years off my career to focus on settling in the UK.

06/2017-01/2020

**TC Hungary (Manufacturing and Trading Commercial Refrigerator, Restaurant Supplies and Equipment, B2B market, Hungary)**

**Marketing Coordinator**

Management of 4-persons marketing team, planning and executing communication campaigns, coordinating exhibition appearances, preparing new company website (strategy, briefing, UX)

05/2016-06/2017

**Freelancer Marketing Consultant**

Marketing coaching, planning of marketing and communication strategy, managing online and offline marketing production, App Store Optimization.

Clients include:

***Work for Humans*** – B2B marketing strategy, Search Engine Optimization (SEO)

***Level One Games*** – marketing coaching, App Search Optimization, app store analytics (Flurry, AppStore, Google Play), keyword research

08/2013-04/2016

Maternity leave

04/2013-08/2013

**APT Hungária Kft. (Translation Agency, Hungary)**

**Marketing Consultant – Project work**

Developing printing business of the company, managing subcontractors and production.

01/2008-08/2012

**Personal Best Kft. (Workplace Health and Wellbeing Company, Hungary)**

05/2010-08/2012 **Marketing Consultant**

Product development (Company wellbeing programmes), support clients in developing communication strategy of workplace wellbeing programmes.

02/2009-05/2010 Gap year living in Japan and maternity leave.

01/2008-01/2009 **Marketing Manager (Personal Best Kft.)**

Marketing and communications strategy, product development, preparing communication campaigns of customers corporate health programs, carrying out the whole "Health Awakening" CSR campaign, organising sponsors.

03/2007-01/2008

Maternity leave.

11/2004-03/2007

**AL Holding Zrt. (Real Estate Developer Company, B2C Hungary)**

**Marketing Executive**

Planning marketing budget and communication strategy, managing the communication of projects, managing advertisement campaigns, supervise media planning and buying, budget management and administration, making market analysis and press release.

11/2003-09/2004

**RÉM Kreatív Csoport (Marketing Agency, Hungary)**

**Account executive**

Working with clients (Budapest Stock Exchange, ZyXel, British American Tobacco, etc), developing powerful campaigns, project managing of full-service marketing tasks, managing advertisement campaigns, supervise all the creative works for all type of media production, media planning and buying.

09/2001-07/2002

**Mars Inc. (Hungarian Subsidiary)**

**Undergraduate Marketing Intern**

Supporting the work of brand managers (Mars, Snickers, Twix, Bounty, Milky Way, Uncle Ben's), managing the legal authorization of human food items imported to Hungary, handling consumer complaints and inquires.

03/1998-06/2000

**Studium Generale (Non-profit Student Association, Hungary)**

**Financial Manager**

Foundation operating at Corvinus University preparing secondary school student free of charge for the entrance exam (writing proposals, fundraising).

## Education

1997-2003

**Budapest University of Economic Sciences and Public Administration / Corvinus**

Msc, Marketing/Marketing Management, General

## Languages

Hungarian (native)

English (B level)

German (passive)

## Other

MS Office, HTML5, CSS, SCSS,

JavaScript, React, Bootstrap

typing

## Hobby

Hiking

Running