

Eszter Baneth

Media Buyer

CONTACT INFORMATION

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OBJECTIVE

Highly motivated and results-driven media professional with 2 years of experience in developing and executing successful media strategies. Strong ability to manage budgets, build relationships with media partners, and collaborate with cross-functional teams to achieve business goals.

EXPERIENCE

Tel Aviv, Israel
2021 - Present

Media Buyer
Mobiliter

Executed native advertising campaigns, utilizing platforms such as Taboola and Revcontent to reach target audiences and drive results.
Managed budgets and allocated media spend efficiently to maximize ROI.
Collaborated with cross-functional teams, including creative and research, to develop effective media strategies.
Analyzed campaign performance data to inform future media planning and decision-making.
Built and maintained strong relationships with native advertising publishers and other media partners.

Tel Aviv, Israel
2016 - 2021

Founder
Karuna Yoga Project

Taking on responsibilities such as securing funding, building a team, and managing operations. Handled customer complaints with empathy and composure. Consistently met my short and long-term targets.

Budapest, Hungary
2011 - 2012

Fin & Admin Business Associate
IBM

Supported financial and administrative tasks.
Prepared financial reports and analysis.
Coordinated with stakeholders to ensure smooth operation.

EDUCATION

Vienna, Austria
2012 - 2015

International Business Administration
Lauder Business School

Budapest, Hungary
1997 - 2007

Community Highschool
Lauder Javne

LANGUAGES

Hungarian
Native

SKILLS

Hebrew
Advanced

Teamwork
Customer service
Leadership

Problem-Solving
Sales

English
Advanced

German
Elementary