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ABOUT ME

Marketing and communications professional with experience in coordinating multi-channel marketing activities, managing corporate and institutional social media platforms, preparing online and print content, organising events and supporting projects. Experienced in working independently as well as coordinating with internal teams, management and external partners.

EDUCATION & TRAINING

Post-secondary Diploma in Economics, specialisation in Marketing Communications

University of Pécs, Faculty of Business and Economics

City: Pécs | **Country:** Hungary

Level in EQF: 5

Master's Degree in Geography (MSc), specialisation in Tourism Geography

University of Pécs, Faculty of Sciences

City: Pécs | **Country:** Hungary

Level in EQF: 7

Bachelor's Degree in Geography (BA), specialisation in Tourism

University of Pécs, Faculty of Sciences

City: Pécs | **Country:** Hungary

Level in EQF: 6

WORK EXPERIENCE

University of Pécs, Faculty of Pharmacy – Dean's Office - Hungary, Pécs

Marketing coordinator

[05/01/2026 - Current]

- Operational coordination of the Faculty's marketing and communication activities.
- Managing social media channels (Facebook, Instagram and LinkedIn).
- Creating graphics and written content for online platforms.
- Providing marketing support for events and contributing to their organisation.
- Ensuring consistent visual communication in line with brand guidelines.
- Maintaining contact with internal units (institutes, the Students' Union and the Faculty of General Medicine) and external partners.
- Updating the Faculty website with content.

Penthe Autóház Kft. - Hungary, Pécs

Marketing manager

[15/04/2024 - 31/12/2025]

- Managing the marketing communications of five automotive brands: Opel, ISUZU, Land Rover, KGM and Farizon.
- Managing social media channels (Facebook, Instagram, TikTok and LinkedIn).
- Creating graphics and copy for online campaigns.
- Preparing and distributing newsletters; coordinating print marketing activities.
- Organising events.
- Preparing annual and quarterly marketing budgets and performance documentation.
- Updating the company websites.

Pécsi Kommunikációs Központ Kft. - Hungary, Pécs

Marketing manager

[01/10/2020 - 12/04/2024]

- Managing social media channels and preparing and distributing newsletters.
- Coordinating print marketing activities and preparing media offers.
- Maintaining relationships with partners and preparing performance documentation.
- Contributing to the expansion and communication of service content.
- Managing the PécsMa Viber and Instagram communities and the Digital Tüke Card and Tüke Card prize campaign.
- Launching online marketing campaigns on Facebook Meta and Google Ads.
- Performing project management tasks and updating company websites.

Balatoni Hajózási Zrt. - Hungary, Pécs

Marketing associate

[03/09/2018 - 30/06/2020]

- Managing internal and external communications and social media channels.
- Editing the company websites and maintaining partner relationships.
- Coordinating passenger information activities and conducting and evaluating passenger satisfaction surveys.
- Supporting promotional activities and service development.
- Coordinating print marketing and company-wide and national events.

Filharmónia Magyarország NKft. - Hungary, Pécs

Marketing associate

[01/12/2017 - 31/08/2018]

- Managing projects and preparing and implementing project marketing plans.
- Managing the organisation’s main website and four sub-sites.
- Preparing and distributing newsletters tailored to target groups.
- Managing social media channels and liaising with media outlets.
- Preparing performance documentation and contributing to the marketing budget.

R-Tours Travel Agency – Mistral Airport Transfer (Shuttle Service Kft.) - Hungary, Pécs

Office Manager and Travel Consultant

[15/05/2017 - 30/11/2017]

- Ensuring the day-to-day and compliant operation of the office.
- Managing travel and transfer bookings.
- Calculating employees’ salaries.
- Managing Facebook pages and uploading content on a daily basis.

Students' Union, Faculty of Engineering and Information Technology, University of Pécs - Hungary, Pécs

Office Manager – Presidential Representative

[01/03/2016 - 12/05/2017]

- Registering invoices and contracts and accounting for office revenue.
- Organising events and coordinating employees working in the service office

SKILLS

Social Media Management - Social Media Ads | manage online content | manage website | Creative Content Creation - Canva | newsletter tools | WordPress Basic user | Ecdl (European Computer Driving Licence) | Organisation and Project Management | High skills in networking between local and partner institutions

LANGUAGE SKILLS

Mother tongue(s): Hungarian

English
LISTENING: B2 **READING:** B2 **WRITING:** A2
SPOKEN PRODUCTION: B2
SPOKEN INTERACTION: B2

German - (passive use)
LISTENING: C1 **READING:** B2 **WRITING:** B2
SPOKEN PRODUCTION: B2
SPOKEN INTERACTION: B2

HONOURS AND AWARDS

[27/11/2015] Pécs
4th National City Marketing Competition – 1st place in the regional round

DRIVING LICENCE

Driving licence: B

HOBBIES AND INTERESTS

yoga, TRX, psychology, reading, astrology, baking

EVENT ORGANISATION EXPERIENCE

Antall József Knowledge Centre events, Pécs (2015)

Events of the Students' Union, Faculty of Engineering and Information Technology, University of Pécs (2016–2017)

Early Music Days, Vác (2018)

National Regatta and BAHART Regatta, Siófok (2019)

VIII. Lelle Cup – Yardstick Trophy 2024, Range Rover Grand Prix, Balatonlelle (2024)

The XIII. Faculty of Pharmacy Ball, Pécs (2026)

PROJECTS

[Current]