



MIKLÓS HORVÁTH

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mikloshorvath
Budapest (HU)

Language

Hungarian (native)
English (fluent)

Education

2012-2014
MARKETING (MA)
Budapest Business School
Budapest, HUNGARY

2006-2010
COMMERCE AND MARKETING (BA)
College for Modern Business Studies
Tatabánya, HUNGARY

2004-2006
OFFICE MANAGER
College for Modern Business Studies
Tatabánya, HUNGARY

Skills

Analytical approach | CSS | CSS3
Drupal | eDM | Facebook PPC
Gimp | Google Adwords
Google Analytics | Google Drive
Google Webmaster Tools
Graphic Design | HTML
Illustrator | Indesign | Inkscape
Marketing approach | Marketing
strategy | MS Excel
MS Powerpoint | MS Word
MS Visio | Online marketing plan-
ning | Photoshop | PPC campaign
management | Precise | Prepress
SEM | SEO | SMO | Sony Vegas
Ubuntu | Windows



Work Experience

ONLINE CAMPAIGN SPECIALIST @K&H Bank

6 Mar 2017 - present

My main task is coordinating marketing campaigns for K&H Group (business needs analysis, planning and scheduling budget, monitoring, evaluating)

Further activities:

- **planning and coordinating** long-term PPC campaigns
- **creating campaign briefs**
- **decision-making**, evaluating and measuring related to creative and media strategy
- **administration** of the offers and contracts
- **coordinating** the creative and media vendors

ONLINE MARKETING SPECIALIST freelancer

15 Sep 2010 - present

As a **freelancer** online marketing specialist, my activity extend to **planning and managing the online marketing presence** of unique customers from various industry.

MARKETING MANAGER @ManpowerGroup

1 Oct 2015 - 3 Mar 2017

My main task was the **management of the marketing group** (four members), which supported **all the ManpowerGroups' brands** in Hungary as an in-house agency. Furthermore it included planning and executing the **internal communication and employer branding** activity.

The marketing team's main scope of activities:

- **planning and developing the online presence** (project management of 4 new websites)
- **branding** (online & offline)
- **developing the social media presence** (60% increase of average organic reach)
- **marketing support** of the sales and HR groups
- **adapting** the global marketing materials
- **performing surveys and researches**
- **organizing** external and internal company events

MARKETING SPECIALIST @ManpowerGroup

1 Jan 2015 - 30 Sep 2015

My main task was to **support the launch process of a new brand** called Experis. It included the **organization** of the launching event, the **project management** of the experis.hu job board and additionally **creating and adapting the print and digital marketing materials**. I was in charge of **managing the whole marketing budget** for the brand.

I proposed the **expansion of ManpowerGroup's online authority** by creating several microsites and social media pages. Considering cost-effectiveness I created two web pages by myself (hianyszakmafelmeres.hu, legyenallasod.hu).

For additional information visit mikloshorvath.com.