

Zsolt Hegedűs

Curriculum vitae



Work Experience:

2013 - Freelancer

Position: Project manager

Main responsibilities:

- leading brands/advertisers into the online/digital world
- developing, implementing marketing communication strategies
- planning, organizing, managing online/offline communication, cooperations
- managing Facebook, Adwords campaigns

2014 – 2015 HG360 Reklám

Position: Head of Agency (Project)

Responsibilities:

- overall operational management of the agency
- business & creative strategies' development
- leading & providing professional support for the agency team
- continuous cost and revenue control

2008 – 2012 Fastbridge Hungary

Position: Account director

Responsibilities:

- online/digital communication strategies' development (presentations and tender-materials)
- leading a team of 6
- revenue control
- daily contact, special cooperations, campaign management

Professional awards:

- **Social Media Best Practice** – Social Media Based Integrated Campaign- Soproni
- **Ringier Award** – Online Campaign of the Year- Chio
- **Ringier Award** – Online Campaign of the Year- Soproni
- **Ringier Award** – Online Campaign of the Year- Budapest Bank

Publications:

• Is there Internet beyond Facebook?

Initiative communications (http://fgate.fast-bridge.hu/initiative/Csillapithatatlan_kivancsisag/Van_internet_a_Facebook-on_tul)

- **Social media – The unexploited field of health insurance** – Counselor Magazine IV./4. pages 78-79. (<http://www.tanacsadomagazin.hu/index.php?m=pdf&id=16>)

Computer/professional literacy:

- **Office programs, media analytical softwares** (TGI, Szonda Ipsos Médianavigátor, Ariana, Adex, Gemius Explorer, VMR, iMedia, Memri-Gfk.)
- Photoshop, webdeveloper programs
- **adserver, analytic systems**
- Special qualification: **Google Adwords Professional**

Education:

1997 – 2000 Tessedik Sámuel College, Békéscsaba – Human Resource manager

Languages:

- English: upper intermediate
- German: intermediate

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