



**Gergő Bárándi**



## Professional experiences

### DIGITAL MARKETING MANAGER (HUNGARY & POLAND)

Amplifon Global (2019-

- Define and implement all online marketing activities for Amplifon Hungary & Amplifon Poland
- Design and oversee all aspects of Amplifon's digital marketing activities including marketing database, search, social media, email, display, programmatic, content & native advertising campaigns
- Defining channel strategy to ensure consistent targeted message delivery across digital portfolio
- Being fully responsible for Amplifon HU's& PL's full digital marketing environment, e.g. website, content, advertising, project management)
- Ensuring the right level of agency experience is available for the marketing organization with being the first contact for web, ppc, seo and creative agencies and managing their daily workflows
- Drive and project manage the creation of long-term brand strategy and brand plans based on customer and shopper insight.
- Driving new performance marketing solutions to generating traffic to offline stores with digital marketing tools
- Building a social media presence by defining content strategy collaborating with GPs, agencies, and copywriters
- Provide oversight and direction to the marketing assistants in the operating units in accordance with the organization's policies
- Leading Hungary's and Poland's daily digital marketing workflows
- Managing digital marketing related projects (e.g. CRM automation, online consultation software, website)

### FREELANCER MARKETING SPECIALIST / OWNER & FOUNDER

#### - UPBEAT CLICKS

2018 -

- Working as a freelance marketing consultant for clients in several business industries, helping them achieving their business goals by developing and implementing marketing strategies
  - PPC management: audit, strategy development, execution
  - Content: developing and executing content marketing strategy
  - Publishing professional articles on [upbeatclicks.com](http://upbeatclicks.com) in various digital marketing and business related topics
- Main clients: Optikbrand, Honti Optics, Hungarian Optician Alliance, Layher, Katica Tanya, Business Class language school, Koroknai Medical

### MEDIA ASSISTANT / COORDINATOR

Libri-Bookline Zrt., 2016-2018

- Media planning & buying for Libri & Bookline brands (outdoor, online, print, radio, cinema, tv)
- Being the first contact between marketing division and external performance marketing agency (Eazy Digital) while learning the basics of digital marketing

## Personal profile

As a dedicated marketer, I want to prove that online marketing is not as complicated as it seems at first glance.

## Contact

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## Professional skills & tools

360 marketing campaign management  
Media planning, buying  
PPC: google ads, social media, programmatic  
Social media & content marketing, native  
Marketing project management  
Creative concepts, design

Google: Analytics, Ads, Tag manager, Optimize, MyBusiness, DataStudio  
Facebook: Business manager, Ads, Creator  
MailUp, Mailchimp  
Microsoft Dynamics, MiniCRM  
Adobe Analytics  
Wordpress, Woocommerce, Unas, Shopify  
Photoshop  
MS Office  
Taboola, TikTok Ads, Instagram Ads

## Language skills

Hungarian (Mother tongue)  
English (advanced, fit for negotiation)

## Certifications

Google ads: Search, Display, Shopping, Measurement  
Google Analytics: Individual qualification

## Soft skills

Strategic mindset with creative mind  
Able to listen actively, can speak publicly  
Problem-solving attitude with the ability to think critically and manage risk  
Work ethic & empathy