



AGNES SZABO

WORK EXPERIENCES

Marketing Automation and Digital Marketing Working Student | Exasol

Database Industry | 09.2018 - 03.2020

Digital campaign executions and lead nurturing were my key responsibilities, which included data segmentation, designing and building HTML emails and automated workflows, developing landing pages and ensuring the alignment of the overarching campaign. These efforts generated a steady flow of Leads for the inside sales team. My key responsibilities further included supporting event promotions, monitoring email campaign results, lead scoring, and auditing the lead database while considering current GDPR requirements. #hubspot #wordpress #divibuilder #photoshop

Marketing Communication Assistant | Michelin

Tire Industry | 06.2016 - 09.2017

This position encompassed the whole range of marketing communication efforts for 8 B2B brands. This involved both digital and printed materials as well as a teamwork with the colleagues and a creative agency. The tasks included managing brand websites in different languages, regularly reporting on statistics, creating product launch material, editing the internal newsletter, preparing material for the customer event and facilitating the event as well as creating an Official Partner concept. In addition, I have gained experience in the creation of brand guidelines and tendering creative agencies. #agency #wordpress #eventmarketing

Digital Marketing Intern | Forest&Ray Dental

Dental Care Industry | 08.2015

This short internship focused on social media platforms and blogging. I was scheduling Facebook posts, editing blog articles and planning an educational social media campaign. #socialmedia #blog

SKILLS

Hubspot	●	●	●
WordPress	●	●	●
DiviBuilder	●	●	●
Photoshop	●	●	●
MS Office & Office 365	●	●	●
HTML & CSS	●	●	○
SPSS	●	●	○
Salesforce	●	●	○

LANGUAGES

English	Business fluent
German	Proficient
Hungarian	Native

PERSONAL INFORMATION

22.09.1994

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[Agnes Szabo](#)

EDUCATION

International Marketing MA | Germany

TH Nürnberg | 10.2017 - 03.2020

Favorite courses: B2B Marketing, Marketing Research, Eye-tracking, SPSS

General Management BA | Hungary and Germany

Dual degree | 09.2013 - 03.2017

Corvinus University of Budapest

- Extracurricular specialization in Mathematics and Statistics

EBS Universität für Wirtschaft und Recht

- Specialization in Marketing
- Favorite courses: Brand Management, Marketing Communication, Social Media Marketing, Start up skills