

Levente Both – CV



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Workplaces



DuPont Hungary
Marketing trainee
Jun 2013 – Dec 2013
6-7 months

- Supporting marketing leaders’ work
- Analysing competitors’ advertisements and ad strategies
- Administrative tasks (mainly using Excel and Salesforce)
- Thesis about the competitors’ and DuPont’s advertisements in professional newspapers, including recommendations to improve ad campaigns



Good Idea Factory
Online Marketing Specialist
Jun 2013 –
5+ years

- Creating content for both clients’ and the agency’s social media platforms
- Creating Facebook/Instagram/Google Ads ad campaigns
- Building WordPress websites and landing pages
- Daily communication with clients
- Coordinating colleagues’ work
- Foundation of the agency, shaping and improving the offered services and inner workflows

Professional experience



Content

- Creating social media content for clients in different industries (mostly Facebook and Instagram content)
- Writing professional (online marketing related) blogposts for the agency’s website
- Creating content for music related blog [zene-barat.hu](#) and personal development related blog [up2u.hu](#)



Advertising

- Facebook/Instagram ad creation
- Waking and going to bed with Business Manager
- Google Ads accounts from scratch, ad campaigns, daily use
- Google Analytics basics



Graphics

- Creating advanced level graphics for social media platforms and ads (Photoshop)
- iMovie basics



Web

- Advanced knowledge of WordPress websites (full website creation beginning with domain purchase)
- HTML basics (but not afraid of foraging in PHP or CSS codes)
- SEO basics



Leadership

- Coordinating the work of two PPC manager, a graphic designer and an assistant
- Meeting potential and current clients
- Establishing efficient workflows between employees of the agency



Strategy

- Designing and implementing sales and client acquisition funnels for our clients from various industries
- Designing, implementing and improving the agency’s inner workflows
- Participating in strategic and business decisions concerning the agency



Language

- ENGLISH, intermediate professional “C” language exam
- Not using actively for business negotiations, but speaking fluently, willing to create presentations and communicate both verbally and in writing



Degree

- Óbudai Egyetem – Budapest (2010-2014)
- Economist in Commerce and Marketing



Other

- MS Office – advanced level
- Szamlazz.hu billing software
- Driving license “B” category
- macOS
- Trello, Slack, G Suite, Office 365
- Playing the guitar – advanced level



Why work with me?

- I like being very logical, improving processes, creating new-better-more effective things
- I am very precise, maintaining high professional and personal standards, working proactively
- Problem solving is my third and fourth name: if I can’t do something, I will not rest until I find the solution/learn the required skills (if must, I stay up half the night, or spend hours researching)
- I like working, don’t stare at the clock, to run home at exactly 5 pm. I’m loyal. Stress, responsibility? Let them come!
- I welcome every professional and personal criticism, I want to improve in every way
- I’m flexible, get along with others well, I’m into everything going around (I even visited Chernobyl)

In case we are looking for each other, please contact me
via one of the contacts given above, and I hope we will work together soon!
Thank you very much in advance!



If I lack something regarding the offered position, I have no problem spending my personal time acquiring the necessary knowledge, if we choose to work together.

Therefore it may worth scheduling a talk, despite that my experience above doesn’t cover everything required for the position.