



MÁTÉ BENDEGÚZ KOVÁCS

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WORK EXPERIENCE

JUNIOR PERFORMANCE MARKETING MANAGER 📍 Berlin (DE) at VC/O

Managing lead-generation focused campaigns on Google and Bing in mainly the DACH, UK & FR regions. Branding-related campaigning – planning, managing and evaluating YouTube brand lift studies & several traffic & CPV campaigns

Reporting & presentations – Google Data Studio & Google Sheets reports and presentations to showcase KPIs to management and various internal and external stakeholders. Automating reporting processes and various tasks with Google Ads Scripts & Python to reduce time spent on manual tasks in the department

12/2017 –
09/2018

JUNIOR PERFORMANCE MARKETING MANAGER 📍 Berlin (DE) at Leverate Media

Managing ROI-driven campaigns as part of the SEM team mainly on Google – comfortably handling client accounts (Search, Display & YouTube) with up to 100k€ monthly spend – *Google AdWords Certified*

Account management – handling client calls, presentations, account reviews and making sure the clients are always satisfied and their requests and plans are discussed and fulfilled

Improving the daily workflow of existing AdWords accounts by deploying scripts (JavaScript) to automate routine tests, reports and optimization steps

Actively learning about other performance channels, participating in the planning and management of smaller performance campaigns on Facebook, Amazon, Bing, Yandex, Native Display (Plista, AdUp) and Mobile (Adjust)

Leading a successful project that changed the internal reporting system of the company saving more than a hundred working hours for the office by reviewing existing processes and automating repetitive tasks

06/2017 –
01/2018

ONLINE MARKETING INTERN 📍 Budapest (H) at Butoraim.hu

Analysed existing online marketing campaigns with Facebook Business Manager, Google AdWords & Analytics, MailChimp, Hotjar, suggested improvements and coordinated with the collaborating marketing agencies

Led a project aimed at improving current customer feedback methods, planned, designed and tested surveys and focus group interviews to better understand customer needs

06/2016 –
07/2016

BUSINESS OPERATIONS INTERN 📍 Berlin (DE) at crobo

Worked in new business development to launch a new product to the m-commerce market – conducted market researches and business analyses, created pitch decks, presentations, business plans

07/2015 –
04/2016

MANAGEMENT TRAINEE 📍 Budapest (H) at Crowd Mobile

Worked in different departments to gain perspective, including marketing, sales, customer services, purchasing, and merchandising

08/2015 –
12/2015

AMBASSADOR 📍 Budapest (H) at Prezi

Building and carrying out a marketing strategy to increase awareness and usage of the Prezi storytelling software in the university campus



STUDIES

09/2014 –
01/2018

BSc. COMMERCE AND MARKETING (ENGLISH) 📍 Budapest (H) Budapest Business University



SKILLS

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| Google Ads | ●●●●●● |
| Excel / GSheets | ●●●●●● |
| Facebook ads | ●●●●●● |
| Analytics | ●●●●●● |
| Google Tag Manager | ●●●●●● |
| Trello, Asana | ●●●●●● |
| Python | ●●●●●● |
| HTML / CSS / JS | ●●●●●● |



LANGUAGES

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|-----------|--------|
| Hungarian | ●●●●●● |
| English | ●●●●●● |
| German | ●●●●●● |
| French | ●●●●●● |