



BEATRIX TREPES

Experienced social marketer with agency background

Social Media Marketing

Creative copywriting & design
Multi-channel content mgmt.
Online strategy creation

Confident presentation

Reliable team player
Analytical thinker
Problem solver

Intellectual curiosity

Out-of-the-box ideas
Proactivity
Precision

Experience

Social media and online campaign manager @ Szallas.hu Dec 2019 – Present

- strengthening emotional bond with our customers and driving conversation with engaging, inspiring and relevant social media activities and by coordinating PR communications
- taking part in creating integrated brand campaign strategies, adapting strategy to SM
- achievement: 1st prize @ national Young Cannes Lions competition in Young Marketer category, representing Hungary on Cannes Lions International Festival of Creativity in 2020

Online Marketing Manager @ Comnica (B2B ICT company) Jan 2019 – Oct 2019

- creating social media (FB, IG, LI) content & advertising strategy to support sales funnel
- writing educational blog articles, managing multilingual CMS (Wordpress), creating landing pages with Visual Composer, handling SEO meta with Yoast
- graphic design (PS): brochures, banners, whitepapers, infographics and other B2B content
- monthly and quarterly reports using Google Analytics and Data Studio for gaining insights

Freelance Marketing Consultant, self-employed Feb 2019 – Present

- Hoppácska Restaurant: social media (FB, IG, TripAdvisor), online marketing (since May 2019)
- Freelancer Festival Budapest: social media (FB, IG) management (Jan-Apr 2019)
- M7 Tabak Nagykanizsa: social media (FB, IG), online marketing (since May 2014)

Junior Social Media Manager, PR @ Person communications agency Jan 2018 – Jan 2019

- Creating social strategy and content (copy & visuals) to reach predefined KPIs
- Testing & optimizing ad strategies and formats on Facebook, Instagram, and LinkedIn
- Reporting and analytics: tracking performance, examining audience
- Community management: follower activation (conversation, contests, influencers)
- Account management: daily communication with clients and partners
- People management: coordinating PPC team, briefing creatives, leading social meetings
- SM clients: 3M (HU-CZ-SK), HB Reavis (HU), Bátor Tábor, Coca-Cola Testébresztő
- PR: events, influencers, press releases, media monitoring, campaign strategies

Content marketing intern, Punch Projects online marketing agency Apr – Jul 2017

- copywriting (landing pages, articles), social media management, SEO, keyword research

Education

Corvinus University of Budapest, Commerce and Marketing BA Sep 2015 – Jan 2019

- 1st prize @ National Media Competition (2017): Black Friday media strategy for eMAG
- 10th place @ National City Marketing Competition (2017): Smart city concept for Ferencváros
- Thesis (2018): Humour in financial advertising - content analysis (OTP: "Nem duma" stand-up)

Computer and language skills

- ✓ **Content management tools** (MailChimp, Wordpress, HeyOrca, Zoomsphere, Later) – expert
- ✓ **PPC ads & analytics** (Google, Facebook, Instagram, LinkedIn, Snapchat) – intermediate
- ✓ **Podio, G Suite & Microsoft Office** (Excel, PowerPoint, Word, Access, Outlook) – expert
- ✓ **Graphic design**, video, audio and image editing (Photoshop, Premiere Pro) – intermediate
- ✓ **native English** & Hungarian, intermediate German & Italian

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