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| **Balazs Oravecz**  Sales & Marketing Strategist     |  | | --- | | **Contact** |     **Address**  London, Birmingham, Leicester, Coventry     |  | | --- | | **Skills** |     Strategic Planning  Digital marketing  Marketing automation platforms  Stakeholder relationship management  Lead generation strategies  Cost control and budgeting  Communication strategy  Sales & Marketing strategy  ECommerce strategy  Team Management  Project Management  Capability Assessment  Web Development Management  Marketing Data Science  Process Automation  SEO  PPC, AdWords  Social Media Management  Digital Event Management  BI, Reporting     |  | | --- | | **Software** |     MS Dynamics  AWS  SAP  SANA  SAP Hana  Marketo  Magento  Jira  Shopify  AutoM8  Power BI  HubSpot  Google Cloud  Oracle  Business Object | Highly accomplished professional with 15+ years' experience of planning and implementing complex marketing strategies, managing (automated) digital marketing projects, setting up integrated sales and marketing funnels to achieve targets and KPIs. Used to managing teams / projects to develop cohesive cultures to maximise best practice delivery and achievement of broader organisational objectives. A natural relationship builder that can lead and inspire large teams, while developing beneficial relationships with colleagues and stakeholders when creating, developing and integrating innovative sales & marketing strategies and campaigns  Leads by example to ensure the delivery of high-quality output from teams, as reflected in promotions and career progression to date.     |  | | --- | | **Work History** |      |  |  |  |  | | --- | --- | --- | --- | |  | 2016 - Current |  | **CEO, Principal Strategist**  *AutoM8 Solutions, London*   * Planning and implementing short and middle term sales & marketing strategies, designing CRM-, marketing automation-, and sales funnel programs to maximise our customer's return on investment, turning their digital presence and operation to be an exceptionally successful, productive and profitable asset. * Working closely with C-level senior stakeholders, maintaining strong partner relationships, influencing decisions and ensuring effective communication through all project stages. * Supporting our clients' ambitious market launch strategies or growth plans by improving customer engagement which results significant increase in revenue by providing a better digital service, while closely inspecting the cost implications. * Restructuring, transforming and empowering digital capabilities. Setting up on-demand virtual digital departments, recruiting, counselings and disciplining multi-skilled teams of professionals, monitoring their performance to ensure matching the set performance goals of our customers. * Taking full ownership of devising, implementing and managing successful sales & marketing tactical plans involving both online and offline methods Planning, implementing, managing sales & marketing campaigns,reporting/acting on activities and measuring performance/impact by tracking campaigns and reporting on results. Achieving strong, visible social media presence and developing concepts with viral potential Achieving a robust, converting digital presence, increasing the company's digital reputation. * Leading the design of interdepartmental technology-, business process automation roadmap, involving ERP, CRM, marketing technology, cloud technology, solution integrations to contribute to the overall operational productivity increase.   Key Accounts:   * British Sugar (manufacturing) - Designing digital back office solution (Oracle) * TM Lighting (retail)- Full stack digital transformation (SAPI) * Huggies (retail) - ERP, CRM migration (Dynamics) * Mercedes F1 (technology) - ERP migration, automation layer (SAP) * Thomas Cook (tourism) - Ecommerce, retail automation (SAP) * BNI (network) - Digital transformation program (Dynamics) * Cannon (retail) - Retail, supplier chain digital solution (SAPI) * Tesco Online (ecommerce) - Ecommerce, retail architecture * Nestle Water (retail) - Supply chain digital transformation (Oracle) * Ustream IBM Cloud Vide (SaaS) - Market Launch Program, Marketing Automation * Sales Autopilot (SaaS) - Market Acquisition, Marketing Automation (SAPI) * Allpack Packaging (retail) - Full stack digital transformation, marketing automation program (SAP) * Playn'Go (fintech) - Operation automation, marketing automation program (Dynamics) |  |  |  |  |  | | --- | --- | --- | --- | |  | 2014 - 2016 |  | **Head of Digital, Lead Consultant**  *FDC Studio*   * Managed budgets, stakeholders as well as global and local level digital accounts. * Led a team of 8 and ensured they had the necessary strategies, training and development plans to consistently achieve in line with business objectives. * Developed new leads flow which supported a 38% increase in sales growth. * Delivered the required capability of the studio to effectively manage compact CRM systems. * Developed enhanced processes regarding business and communication automations for SMO's. * Supported the organisation becoming a market leader in the field of Digital Design and Marketing Automation across the Midlands region. * Produced periodic marketing reports to give a breakdown of performance before advising of any actions that need to be taken. * Established a positive and productive site environment, accommodated the roles and needs of diverse teams to promote a cohesive team-based culture, maximised potential and enhanced performance of the team.   Key Accounts:   * MOL (oil & gas) - Refinery back office marketing communication strategy and automation (SAP) * Volvo Motors (automotive) - Digital customer service (Dynamics) * GenerTel (telecommunication)- Business intelligence capability (SAP) * Waberers (logistic) - Marketing Strategy, marketing communication - operation alignment (SAPI) * Prezi (Saas) - Market Launch Program (Dynamics) |  |  |  |  |  | | --- | --- | --- | --- | |  | 2011-01 - 2014 |  | **University Lecturer – Digital Marketing**  *Corvinus University*   * Engaged with students and delivered a high-level of lecturing in Digital Marketing. * Planned lectures and created/implemented key schemes of work to ensure the delivery of robust training. * Monitored student performance data to identify trends and subsequently highlighted areas of improvement. * Worked to maintain outstanding attendance record, consistently arriving to work ready to start immediately. |  |  |  |  |  | | --- | --- | --- | --- | |  | 2009 - 2011 |  | **Marketing Director & Principal Digital Consultant**  *Marketing GPS*   * Developed and delivered the digital marketing strategy and successfully transformed a business idea/vision into live production and profitability. * Performed analysis/optimisation on current digital systems that increased cost efficiency and delivered maximum return on investment for clients. * Led the development and implementation of HTML based platforms that included web pages and social media. * Devised and used digital marketing/advertising strategies and created digital content that supported lead generation. * Presented to senior management market factors, potential opportunities and cost-efficient strategies to optimise the product category. |  |  |  |  |  | | --- | --- | --- | --- | |  | 2006 - 2009 |  | **Marketing Director**  *Hotel Medves* |  |  |  |  |  | | --- | --- | --- | --- | |  | 1995 - 2003 |  | **Marketing Manager**  *Mazok Automotive Ltd* |      |  | | --- | | **Education** |      |  |  |  |  | | --- | --- | --- | --- | |  | 2014-09 - 2017-06 |  | **MBA: Business Math- Game Theory**  *Stanford University* |  |  |  |  |  | | --- | --- | --- | --- | |  | 2001-09 - 2006-09 |  | **Master of Science: Masters of Economics (Hons)**  *Corvinus University* |  |  |  |  |  | | --- | --- | --- | --- | |  | 1993-09 - 1999-06 |  | **Master of Arts: Literacy**  *University of Miskolc* |  |  |  |  |  | | --- | --- | --- | --- | |  | 1993-09 - 1999-06 |  | **Master of Science: High School Teaching**  *University of Miskolc* |      |  | | --- | | **Certifications** |      |  |  |  |  | | --- | --- | --- | --- | |  | 2019-05 |  | TOGAF Certified |  |  |  |  |  | | --- | --- | --- | --- | |  |  |  | Certified Google AdWords Expert | |

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