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|  **Balazs Oravecz**Sales & Marketing Strategist

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| **Contact** |

 **Address** London, Birmingham, Leicester, Coventry

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| **Skills** |

 Strategic PlanningDigital marketingMarketing automation platformsStakeholder relationship managementLead generation strategiesCost control and budgetingCommunication strategySales & Marketing strategyECommerce strategyTeam ManagementProject ManagementCapability AssessmentWeb Development ManagementMarketing Data ScienceProcess AutomationSEOPPC, AdWordsSocial Media ManagementDigital Event ManagementBI, Reporting

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| **Software** |

 MS DynamicsAWSSAPSANASAP HanaMarketoMagentoJiraShopifyAutoM8Power BIHubSpotGoogle CloudOracleBusiness 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 campaignsLeads by example to ensure the delivery of high-quality output from teams, as reflected in promotions and career progression to date.

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| **Work History** |

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|   | 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)
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|   | 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)
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|   | 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.
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|   | 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.
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|   | 2006 - 2009 |   | **Marketing Director***Hotel Medves*  |

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|   | 1995 - 2003 |   | **Marketing Manager***Mazok Automotive Ltd*  |

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| **Education** |

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|   | 2014-09 - 2017-06 |   | **MBA: Business Math- Game Theory***Stanford University*  |

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|   | 2001-09 - 2006-09 |   | **Master of Science: Masters of Economics (Hons)***Corvinus University*  |

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|   | 1993-09 - 1999-06 |   | **Master of Arts: Literacy***University of Miskolc*  |

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|   | 1993-09 - 1999-06 |   | **Master of Science: High School Teaching***University of Miskolc*  |

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| **Certifications** |

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|   | 2019-05 |   | TOGAF Certified |

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|   |  |   | Certified Google AdWords Expert |

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