

CRM- and Customer Data Manager *Kulcs-Soft Zrt. (2026/04 - /08)*

My responsibility was **owning and governing the data assets** of the company and **planning and overseeing CRM tool implementations** that support user onboarding, engagement and retention. Also, I provided **AI-supported marketing research** to supplement actionables for all departments, and **design BI/reporting dashboard concepts** (both layout and logic). I also **supported the marketing team's initiatives** with both data-driven insights and creative ideation.

Project, Product & CRM Manager *Apex IT Services Kft. (2016/10 - 2024/12)*

Implemented and improved User Lifecycle Campaigns (both automated and seasonal), **led the full product lifecycle** of new and refactored flagship products from planning to release, as well as **Agile Project Management** related to streaming-related digital products with a **team of 8+ developers**, acting as a primary PoC between business, marketing and development teams. Additionally, handled **social media management** for the company's product portfolio.

Product Owner / PM *Virtual Skyline Kft. (2016/04 - /09)*

Coordinated cross-functional teams (dev, design) to maintain the company's main product portfolio with great focus on **UX, conversions and cross-sales**, as well as **Agile Project management** (SCRUM) and optimizing CRM by directly **leading a team of 10+ people**.

Marketing Manager / Team Lead *ClickPapa (2015/05 - 2016/04)*

Conducting online and offline marketing for a streamlined ad network, leading **product- and project management** and organizing the workflow of account managers as **team lead**.

Marketing Manager *InfomatiX Ltd. (2014/09 - 2015/05)*

Marketing- and Content Management for flagship **BI / agile analytical products** and related business development tasks (research, planning, copywriting, PR, video- and web editing).

Product- and Project Manager *A.L.e.v. (2013/01 - 2014/07)*

Product- and project management for numerous new and existing entertainment- and media sites; planning and testing of new features and **simplifying current products**.

Marketing Manager / Media Buyer *Docler Holding (2009/08 - 2012/11)*

Traffic acquisition for a prominent network of websites with **20+ million daily unique visitors combined**, **establishing partnership** with new business connections and **optimizing existing campaigns** with a continuously improving ROI, as well as networking on industry events.

Customer Support, Shift Leader *Docler Holding (2007/01 - 2009/08)*

International customer support in 3 shifts via chat, email and phone (in English) for our websites. After the first year: **coordinating and successfully training a team of 10+ people** on chat/phone support and content management.

Education

Sound technician cert.
Oktopus Multimedia institute,
2003

High School, then **Technical Informatics cert.**
UMSZKI, 2002

Other Projects

Aiding local startups as **PM / copywriter (2013-2015)**

Technical knowledge

MS Office / Google tools

GA/Meta, WordPress, BI dashboards

Claude Code / GPT-Codex

Adobe products (**PS, PR, AE**)

PM tools (**Asana, Trello, JIRA**)

UI/UX/Wireframing tools
(**Figma, Balsamiq**)

Minimal skill of HTML/CSS

Soft Skills

- Data-driven thinking
- Quick learning
- User-centric approach
- Excellent communication

Languages

Hungarian native
English fluent

Hobbies

Music production, making art,
working out, cuisine