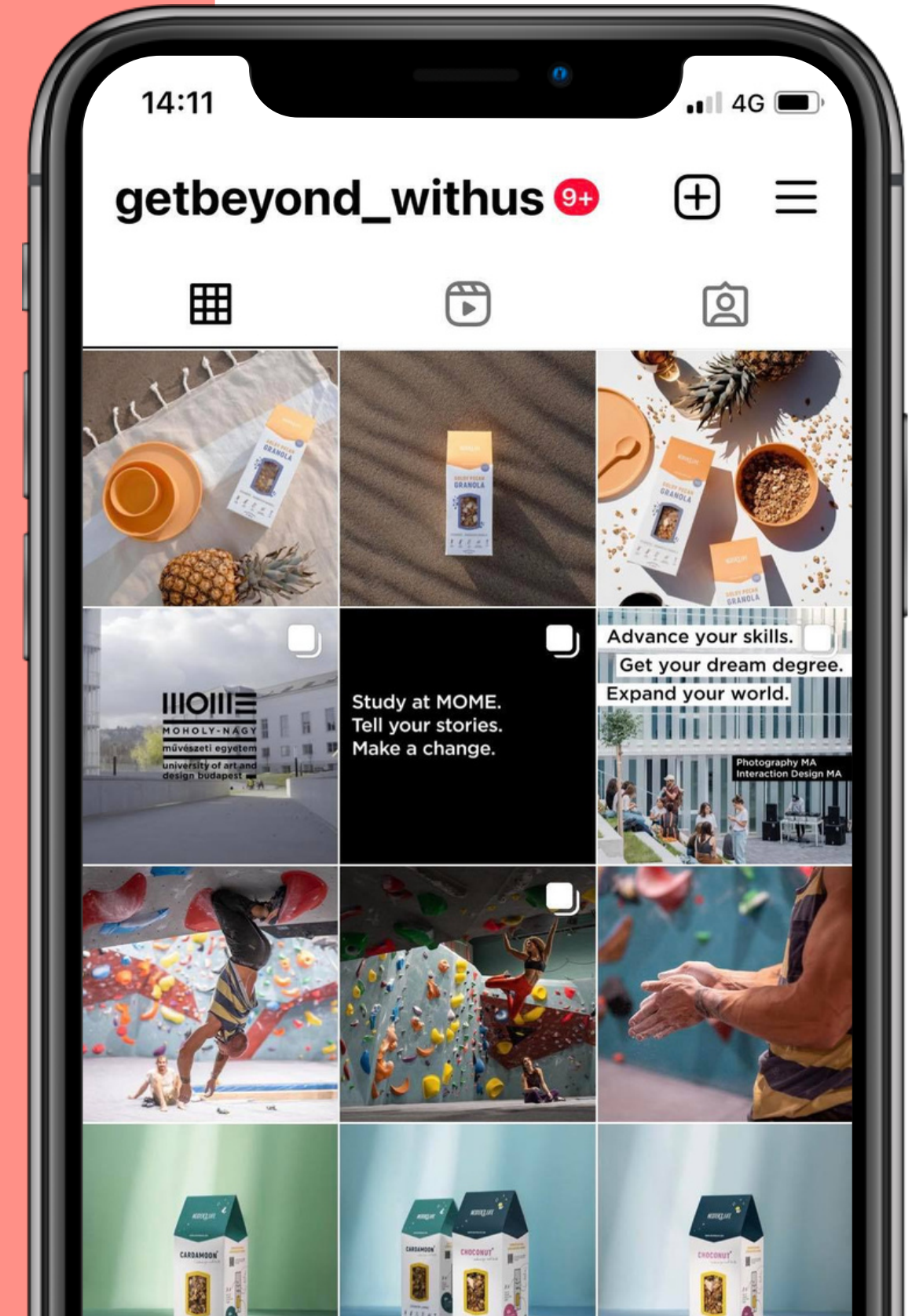


INTRODUCTION





<https://www.linkedin.com/in/szfannyb/>

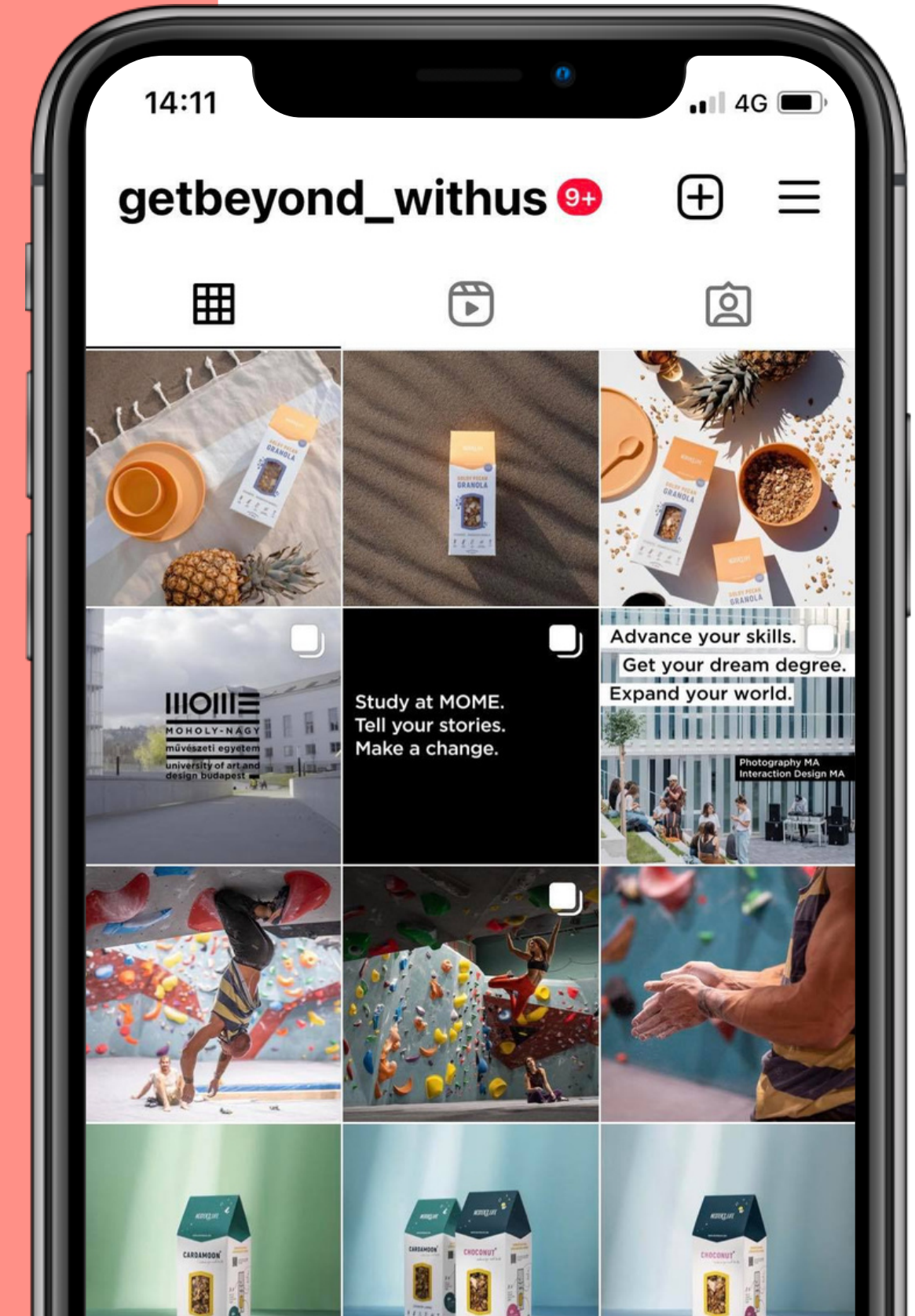
Mover and shaper in digital marketing

With more than 12 years of experience in marketing communications

I've been using my communication skills and project management experience in the field of advertising, online marketing and content production to satisfy the needs of my clients and to create projects, campaigns that has value.

With my focus now on the Swiss market, I am looking for exciting new projects, like growing a brand with a cool idea that's close to my heart. I bring my own strategic & operative marketing know-how, but can also mobilise an all-round supporting team of design, production, PPC and marketing professionals if required.

SOME EXPERIENCES



RED BULL – PILAVKER

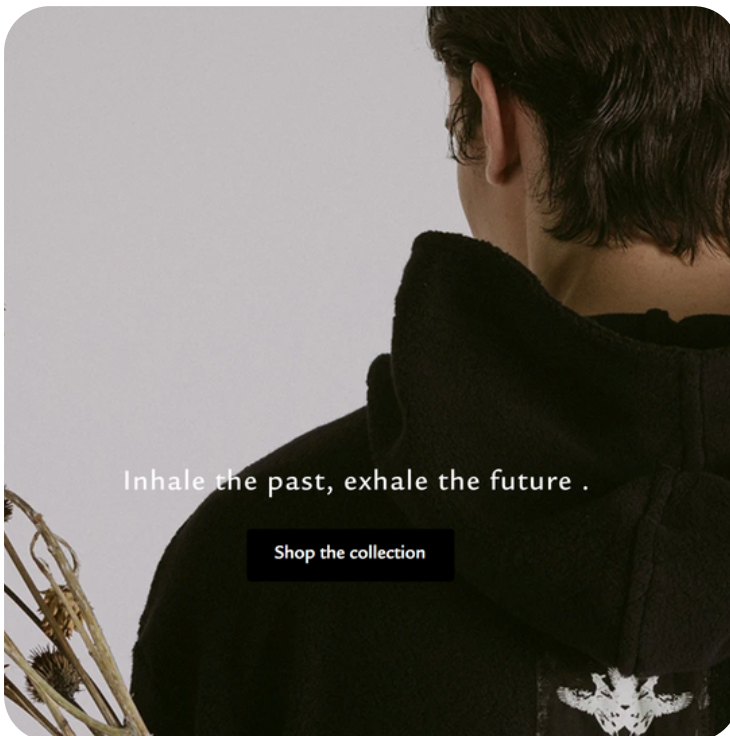
The task was to create and manage the social content strategy.

The first and most deep part of the Red Bull Pilvaker X project was to produce 8 amazing podcast episodes with the performers. Beside of this Social Media content prod.



ZSIGMOND DORA MENSWEAR

Communication strategy and marketing management of the contemporary fashion designer brand ZsigmondDoraMens. Had to find our very niche target on social media and reach them.



Wise x Briefly.work x GetBeyond



WISE

First we did a research – we were lucky enough that we had time for quality research amongst wisers and we got to know the context better. And one of the results – that we are the most proud of – was an out of home campaign around Budapest to sell on the opportunities at Wise.

MOME

Me and my team are responsible for the communication of the most famous design university of Bp with the aim of positioning the university as best place to study design and best university among its competitors as a place to work, place to make PHD and place for research .



Brand Management

Communication strategy:
Social media
management, ad
management, influencer
coordination, campaign
implementation

New product launch, content creation, photo,
– video shooting, giveaway, PR and influencer
involvement.





International MA degree campaign

Our client Moholy-Nagy University of Art and Design (MOME) was launching a full-time master's degree programs in English. Which was the first international campaign for the university where the goal was to reach the entire region.

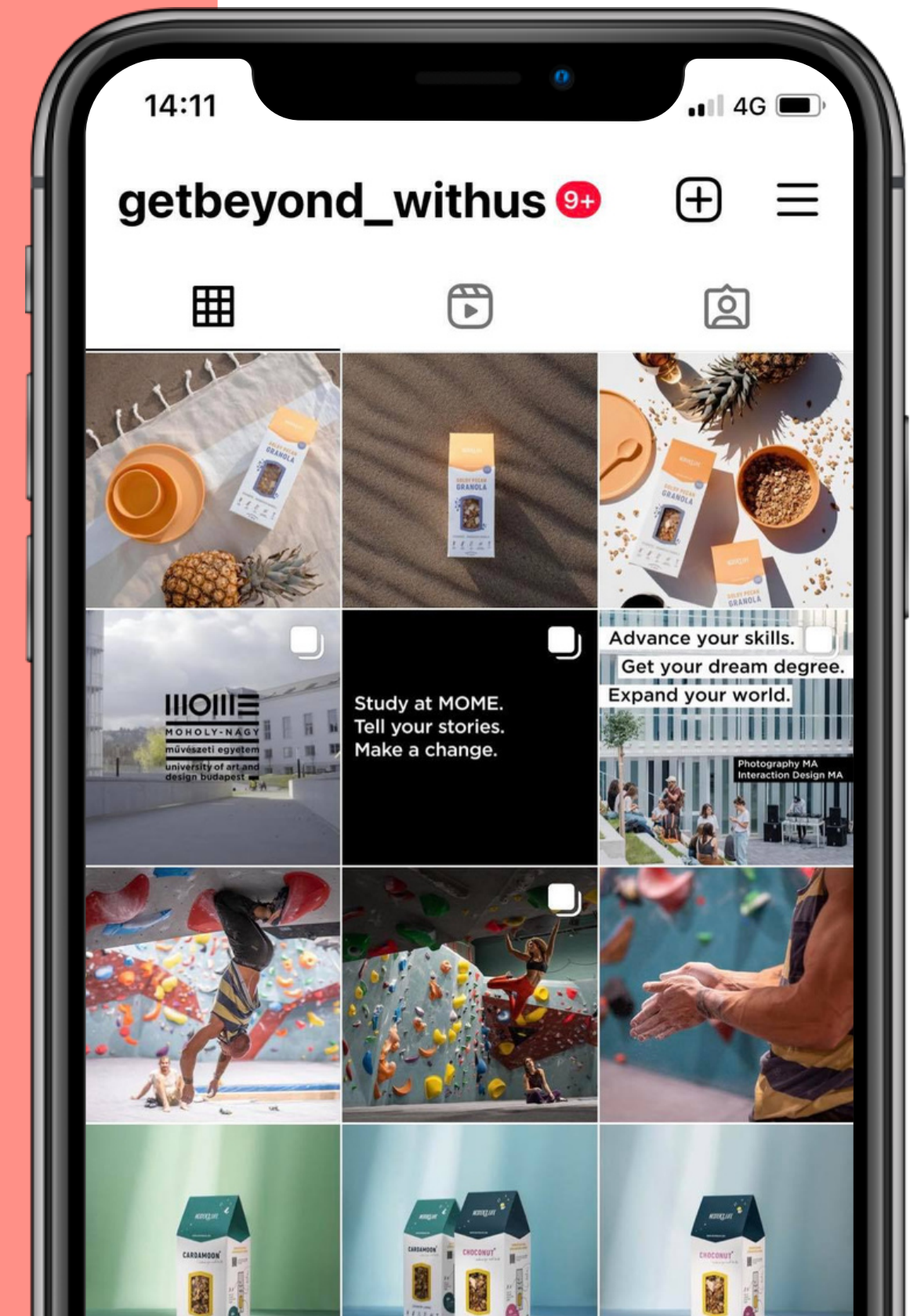
We created an international campaign strategy for the two master's degree programs. Including all elements: defining the campaign narrative, creation of contents (video shooting), PPC plan (geo-targeting), summarizing the flights get inline with social media.





TURNING INTO A TEAM

... if needed





TEAM EFFORT

... me and the freelancers around can be a strong team through inspiring each other and being the experts of different fields of communication.

By creating project teams for the service of each client we are dedicated to inspire other freelancers around us.

Based on the market, topic, scope and brief of our assignments we put together the perfect team of freelancer experts.



SERVICES



Brand Management

Comprehensive management of the brand by supporting the brand owners and the sales team

Communication Strategy

We create strategy for communication either for a campaign or for a long term period using online and offline channels.

Project Management

Give us a brief, and we make it happen!

Social Media Management

From strategy, through post plan, till posting and community management.

Content Production

We believe in the power of image and motion, that's why we love to produce them.

Event Management

The most live form of communication, thus we live for doing it.

Let's continue!

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