



**FANNY BELLA SZABÓ**

**MOVER AND SHAPER IN  
DIGITAL MARKETING**

## CONTACT

### PHONE:

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### WEBSITE

<https://www.getbeyond.hu/>

## ABOUT ME

I am a digital marketing professional with 12 years experience in the online marketing/influencer marketing/brand strategy/events/sponsorship sectors.

I worked 8 years in advertising agencies managing key accounts.

Broad experience across brand building, digital marketing, social media, content marketing and influencer management.

In the last 4 years I have been digital strategist for several SMEs (Hester's Life, Zsigmond Dora) and global brands (Red Bull, Wise, L'Oréal).

## EXPERIENCE

### Marketing strategist

Get Beyond

| 2018 -

I do full scope brand management, digital marketing, social media and content creation.

Including:

- Research & consulting
- Strategy advisory
- Business plan & sales development
- Influencer, insider and content marketing

### Social Media Strategist

Moholy-Nagy University of Art and Design

| 2018-

From strategy, through content creation till briefing the PPC manager..

### Brand Manager

Hester's Life

| 2018-2022

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

### Digital Account Manager

Café Communications

| 2016- 2018

Planning and implementation of integrated digital communication campaigns for Coca-Cola Company.

- Influencer/ambassador marketing
- Social media strategy
- Content Marketing

### Previous agency experience

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

| before 2016

## EDUCATION

### BA in Communication and Media major

Budapest Metropolitan University

| 2011

- principle course: PR, advertising, marketing



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**ADRESS**

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Zürich;

**NATIONALITY**

HUN

**PERMIT**

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## BRIEFLY

I am a driven and enthusiastic person who worked in several advertiser roles before deciding to build an own marketing company in Hungary with values based on honest collaboration and mutually achieved success.

Life and love brought me to Zürich where I would like establish myself in the digital marketing field.

I'm looking for a full or part time position at a lively environment with up to date know-how and cool ideas, projects.