

# Miklós Bognár

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As a [Digital Marketing Specialist](#), I prepare, monitor, steer and analyze revenue driven PPC campaigns and SEO upgrades for multiple markets and channels.

I can use **Looker Studio**, **Google Analytics**, **Search Console**, **Ahrefs**, **Screaming Frog**, and other tools to analyze data, find trends, detect issues in content, create dynamic dashboards, and optimize web and campaigns' performance.

I automate basic repetitive tasks with [Autohotkey](#) and create websites, tools and strategies with [AI](#).

## EXPERIENCE

### **Freelance Digital Marketing Specialist | April 2024 -**

I am offering my digital marketing services for agencies and companies. This is still a small project but part of my development cycle. Utilizing AI in content strategy, content creation, web development, tool development and carrying out the classical SEO, PPC and Reporting tasks.

### **SEO Manager | November 2021 - January 2024 | Kaiser+Kraft, Prague**

Implementing the corporate's centrally defined SEO strategies in 6 Eastern European markets (HU, CZ, SK, SI, RO, PL), monitoring performance, correcting errors, preparing reporting.

### **Web Analyst | July 2020 - July 2022 | Kaiser+Kraft, Prague**

Collecting, preparing data, and delegating insightful visualizations using Google Analytics, Google Data Studio and Excel.

### **PPC Manager | August 2018 – November 2021 | Kaiser+Kraft, Prague**

Steering 4 markets (HU, RO, SI, HR), utilizing increased or limited budgets and reaching online revenue targets and KPIs on Google Ads and Bing Ads.

### **Content Localization Team Leader | November 2017 – August 2018 | Alza.cz, Prague**

Coordinating with 4 internal colleagues and external copywriters the workload, editors and translators to deploy 55.000 SKUs web content in the Hungarian webshop.

### **Content Localization Specialist | June 2016 – Nov 2017 | Alza.cz, Prague**

Translating, editing, copywriting product, category pages and marketing campaigns to the Hungarian webshop.

### **Webshop Manager | October 2014 – May 2016 | Alensa, Prague**

Planning, running, steering and reporting PPC, SEO and email marketing campaigns, translating web content and resolving customer related issues.

## EXPERIENCE

### **Trade Event Manager | September 2013 - September 2014 | Asia Center, Budapest**

Organized and carried out trade show and segmented business matchmaking events for companies from P.R.China and Taiwan finding business partners among Central Eastern European companies.

### **Chinese Speaking Helpdesk Agent | January 2010 – July 2012 | Tata Consultancy Services, Budapest**

Provided level 1 IT services via hotline, email and chat for Kimberly Clark's offices in P.R.China, Hongkong and Taiwan following local Asian time.

### **Chinese Speaking Tour Guide | July 2007 - July 2009 | Self-employed, Budapest**

Provided 4 -8 hours tour guiding services for international and local tourism agencies in Chinese in Budapest and in other Hungarian tourist attractions.

### **Chinese Speaking Business Consultancy | September 2004 - July 2009 | Self-employed, Budapest**

Provided business representation, translation, consultancy and purchase negotiations for Hungarian and Chinese companies, manufacturers, service providers.

## EDUCATION

### **Google Certified Digital Marketing & E-commerce Professional | December 2023 – February 2024**

Learning using tools, platforms for email and performance marketing, using e-commerce platforms, interacting with customers, using marketing analytics and reporting.

### **Google Certified Data Analyst | June 2021 – September 2021**

Learning using spreadsheets, SQL, Tableau to process, analyze and visualize data.

### **Defense Administration | September 2011 – July 2014 | NUPS, Budapest**

Learning the administrative side of protecting population and strategic infrastructure against artificial and natural disasters.

### **Synology Studies | September 2003 – July 2010 | ELTE, Budapest**

Learning Sinology, Chinese culture and language in Hungary and in P.R.China.

## LANGUAGES

**Hungarian** – Native; **English and Chinese** – Professional; **Czech** – Conversational