

## PERSONAL INFORMATION


## Anett Szabó



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## WORK EXPERIENCE

02/07/2018–Present

**Marketing Analyst**

Travelminit International, Cluj-Napoca (Romania)

- managing the company's Google Ads platform, with focused on the Search Network
- preparing daily/weekly/monthly reports to the company's general management

01/10/2017–01/06/2019

**Secretary**

Marketeam Student Association, Cluj-Napoca (Romania)

- actively organizing events and managing activities; with increased responsibility on the internal communication together with other six members

**Market research analyst**

Marketeam Student Association, Cluj-Napoca (Romania)

April 2019 In progress

performing a market research with the subject consumer behavior towards holiday vouchers in the romanian travel industry

April 2018 July 2018

performed a market research with the subject the romanian fashion industry. We did interviews with the main fashion participants.

May 2017 July 2017

developed marketing strategy for a local bank related to an event for the customer's families. (additional market research about similar activities by other banks)

## EDUCATION AND TRAINING

01/10/2016–01/07/2019

**Bachelor Diploma-Marketing**

University of Babes-Bolyai, Cluj-Napoca (Romania)

Main subjects:

- Marketing Research
- Marketing Planning
- Consumer Behavior
- Online Marketing

During the second and the third year we had projects with different companies, we did a market research and a marketing plan for them. (travel industry, IT)

01/09/2012–30/06/2016

**High School Diploma- Mathematics and Informatics**

"Horváth János" High School, Marghita (Romania)

PERSONAL SKILLS

Mother tongue(s) Hungarian

Foreign language(s)

|          | UNDERSTANDING |         | SPEAKING           |                   | WRITING |
|----------|---------------|---------|--------------------|-------------------|---------|
|          | Listening     | Reading | Spoken interaction | Spoken production |         |
| English  | B2            | B2      | C1                 | C1                | B2      |
| Romanian | B2            | B2      | B2                 | B2                | B2      |

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user  
Common European Framework of Reference for Languages

Communication skills

-through the subjects during my university years lead to the development of my communication and presentation skills  
-during my student years I developed my communication skills through interaction with student, coworkers and professors

Organisational / managerial skills

-during my experience as a secretary I gathered experience with with organizing and managing people and coordinating them towards a common goal

Job-related skills

Market research knowledge with Google Ads  
Photoshop usage knowledge

Digital skills

| SELF-ASSESSMENT        |                 |                  |                 |                  |
|------------------------|-----------------|------------------|-----------------|------------------|
| Information processing | Communication   | Content creation | Safety          | Problem-solving  |
| Proficient user        | Proficient user | Independent user | Proficient user | Independent user |

Digital skills - Self-assessment grid

- Google Ads Fundamentals-Google Academy
- Google Ads Search Network-Google Academy
- Google Ads Display Network-Google Academy

Driving licence

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