

Bence Husi

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PROFESSIONAL PROFILE

An ambitious and self-motivated Marketer/Designer with an entrepreneurial flair and experience in marketing brands and services and designing and delivering web & mobile applications. Uses an experience focused approach and robust technical acumen in driving lead generation, and develops novel on-line marketing campaigns. Leverages innovative thinking in solving problems, remains calm and methodical under pressure, and leads teams to excel. Utilises well-developed communication in dealing with customers and cultivates trusted relationships. Committed to excellence and is an experienced keynote speaker at events and TV broadcasts related to HR, Employer Branding and Marketing.

CORE COMPETENCIES

- UX Design
- Solution Development
- Sales, Marketing & On-Line Marketing
- Graphic design
- Strategic planning
- Story Telling & Brand Identity
- Mobile & Web Applications
- Budget & Cost Control
- Social Media Platforms

Languages: English, German (basic), Dutch (beginner), Hungarian (native)

CAREER SUMMARY

Viapan Group, Hungary (2012 - Present)

Chief Marketing Officer (2013 - Present)

- Accountable to manage 5 brands in an HR and Management Consulting company to ensure the maximization of benefits and stakeholder buy-in, and to cultivate and manage relationships with customers
- Directing and supervising a small marketing team and creating and executing the brand identity
- Gathering insights, develop B2B services, overseeing campaigns and events and developing content

Key Achievements

- Contributed to Viapan Group becoming a significant player in the HR & consultancy services market within 2 years
- Increased service portfolio diversity to 300%
- Devised and successfully implemented a customer service model, involving more than 200 colleagues
- Secured large-scale clients including Daimler A.G.; received the Manager of the Year Award, 2013

Marketing Specialist (2012 - 2013)

- Performing day-to day marketing duties and supporting recruitment initiatives through campaigns and creativity

OrangeSky Ltd (2010 - Present)

Owner, UX, Designer and Front-End Developer

- Delivering client projects both as an agency, and as a freelancer, focusing on UX, brand and identity design, website design and development, online marketing, and delivering large-scale MNC projects from time to time
 - Selecting, recruiting and leading small teams of freelance designers, developers and copywriters
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VOLUNTEER WORK

- Vice President, Incoming Exchange, AIESEC Hungary, an International NGO
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EDUCATION

- Masters in Applied Management, Middlesex University, 2013 - 2014
 - BA in Business & Management, University of Pecs, 2008 - 2012
 - Introduction to Computer Science, Harvard CS50 On-Line Course
 - Bulletproof Manager Leadership Development, Crestcom, 2013 - 2014
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TECHNICAL AND IT PROFICIENCY

Programming: C, Python, JavaScript, jQuery, React.js/React Native, HTML, CSS
Other Software: Sketch, Adobe CC Photoshop, Illustrator, InDesign, After Effects, SPSS, inVision
Microsoft Office: Excel, Word, PowerPoint, Access, Outlook