

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](#).

EXPERIENCE

[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