



CSABA FÉDERER



PERSONAL DATA



Date and place of birth:
24/09/1992 (Budapest, Hungary)



Place of residence:
Budapest 1091, Hungary
- Ready to relocate -



Contact information:
E-mail: csaba.federer@gmail.com
Phone: +36 30 426 50 28
Online CVs:
<http://www.doyoubuzz.com/csaba-federer/resume>
www.linkedin.com/in/csabafederer



MAIN SKILLS



B Category Driving License



Project Management



Microsoft Office



Analytical & Data Visualisation Skills:
Tableau, STATA, SPSS,
Google Analytics, Adobe Analytics



Digital Marketing Skills:
Pay-Per-Click Campaigns,
Drupal CMS, E-mail Marketing
(Marketo, Harmony,
Rep-Triggered E-mails),
Closed-Loop-Marketing (iDetails),
Segmentation,
Digital Marketing Strategy Creation,
Content Management



Strategic Planning and
Structured Thinking



Influencing and Negotiation Skills



Curiosity & Can-do Attitude



HOBBIES

Playing the guitar
Travelling
Learning foreign languages



WORK EXPERIENCE

DIGITAL CHANNEL ENABLEMENT BUSINESS PARTNER

Pfizer Kft. (Hungary)

09/2019 - Present

Owner of the HCP Portal and the virtual communication channel in the market. Creating digital marketing campaigns (including but not limited to Google Ads advertisements), mass mails / eDMs (by using Marketo, Knak, Harmony platforms) and animated videos (on GoAnimate / Vyond). Editing metatags for SEO and creating UTMs for tracking KPIs of digital marketing campaigns on various analytics platforms (including but not limited to Adobe Analytics). Taking care of Closed Loop Marketing (iDetails) and rep-triggered e-mails (uploaded onto Veeva).

Driving digital initiatives in the market. Customising global/regional initiatives to market needs. Tracking and keeping relevant stakeholders in the market informed on channel or campaign deployment plans. Collaborating closely with Operations Managers, Commercial Operations Leads, Sales & Marketing Colleagues and promoting market XBU alignment.

Achievements:

Obtained the Eastern Europe Best Job Recognition Award for contributing significantly to the launch of Pfizer's Mass Mailing Platform: Marketo in Europe.

Successfully managed the launch projects of various digital platforms in Hungary.

Reached, regarding Vaccines-related eDMs, a 69% Unique Open Rate with a 45% Unique Click Rate amongst 800 HCPs by utilising advanced personalisation tactics.

Developed a successful Google Ads Search Network Campaign Strategy with Customer Journey, Keyword Research and Text Ads to promote Pfizer's neuropathic pain-related website. The Campaign attained a CTR 326% higher than the industry average. I was later on asked to share the created methodology as a best practice in Europe.

LEAD MANAGEMENT TRAINEE PROGRAM

Pfizer Kft. (Hungary)

03/2018 - 09/2019

The LEAD Program is Pfizer's Talent Development Program to develop junior talents through various rotations among the departments of Pfizer's Global Commercial Operations division.

ROLE: DIGITAL CHANNEL ENABLEMENT BUSINESS PARTNER

Market: Hungary 03/2018 - Present

Drives digital initiatives in the market.

Achievements: Automated mass mailing campaign reporting via the development of a scalable dynamic dashboard. The dashboard has been utilised by various European markets.

ROLE: REGIONAL PROJECT MANAGER (MEETINGS AND EVENTS)

Markets: Small, Mid-Sized European Countries 03/2018 - 02/2019

- Pfizer's Preferred Venue Program: Reached out to potential future partners of Pfizer Portugal and contracted them to increase the number of venues preferred by Pfizer in Portugal.

- Meeting Planning Agency (MPA) Transition Project: Created price simulations to compare the costs of Pfizer's new MPAs with the fees of current agencies for various European countries.

Achievements: Modernised Pfizer's Preferred Venue Program with the use of digital solutions; Managing successfully the launch of Pfizer's Meetings Express Platform in Portugal.

MARKETING CONSULTANT

DRONANIA pharmaceuticals GmbH (Germany)

07/2017 - 09/2017

Analysed the German pharmaceutical industry. Conducted market and competitor analyses. Developed a product launch strategy for a new phytoceutical cough drops product. Designed an effective pricing strategy for a new homeopathic pharmaceutical product. Made valuable recommendations, after a thorough research, about how to raise the sales values of a phytoceutical laxative in Germany.

STUDENT MARKETING CONSULTANT

L'Oréal Österreich GmbH (Austria)

03/2017 - 07/2017

Analysed the Austrian skin care market for the 50+ segment with its economic potential. Designed a product launch marketing strategy for a new VICHY anti-ageing product within a given budget.

Achievement: Obtained excellent score on the CEMS Business Project at L'Oréal Austria



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EDUCATION

CEMS MASTER'S IN INTERNATIONAL MANAGEMENT

Home School: Corvinus University of Budapest (Hungary)

09/2016 - 02/2018

Host School: Vienna University of Economics & Business (Austria)

The CEMS Master in International Management Program is in the Top 10 most prestigious business programs according to the Business Education ranking of the Financial Times.

Main courses taken:

- Business Valuation,
- Global Strategy,
- Responsible Global Leadership,
- Strategic Financial Analysis,
- Managing and Analyzing Data,
- Global Management Practice.

Qualification: Excellent (Grade average: 4.7 / 5.0 scale)

Degree: MSc CEMS Master's in International Management

INTERNATIONAL ECONOMIC ANALYSIS (ENGLISH LANGUAGE PROGRAM)

Corvinus University of Budapest, Faculty of Economics (Hungary)

09/2015 - 02/2018

MA Dissertation assessment: 96% (Excellent)

Dissertation title: Oil abundance: A curse or blessing?

Research method: Multiple linear regression panel data econometric models for OLS regression

Main courses taken:

- Advanced Quantitative Methods,
- Economics of Transnational Corporations,
- Health Economics,
- Comparative Economics.

Qualification: Excellent; Certificate with Honours

Grade average: 4.96 / 5.0 scale / In the top 1% of students

Degree: MA in International Economy and Business (English Language Program)

INTERNATIONAL BUSINESS ENTERPRISES (ENGLISH LANGUAGE PROGRAM)

Budapest Business School, FIMB (Hungary)

09/2011 - 01/2015

BA Dissertation assessment: 100% (Very good)

Dissertation title: Evolution of e-documentary payments from e-UCP to BPO

Main courses taken:

- International E-Commerce,
- Applied Computer Science,
- Analysis of Business Situations and Processes.
- International Marketing Communication,
- Payments, Risk Management and Financing,

Qualification: Excellent (Grade average: 4.8 / 5.0 scale) / In the top 1% of students

Degree: BA International Business (English Language Program)



CERTIFICATIONS AND TRAININGS

- "Digital Sales Certification" issued by Google in August 2019.
- "Google Analytics Individual Qualification" issued by Google in July 2019.
- "Google Ads Search Certification" issued by Google in June 2019.
- "Fundamentals of Digital Marketing Certification" issued by Google in June 2019.
- Training at Pfizer in "Influence Techniques", March 2019.
- Training at Pfizer in "Strategic Thinking I & II", May - September 2018.
- Skill seminar at Vodafone Hungary in "Global Brand Management in practice", October 2016.
- Skill seminar provided by Groupe SEB in "Negotiation Skills", September 2016.
- CEMS training in "Digital Transformation", August 2016.
- Skill seminar provided by Procter & Gamble Poland in "Learn to lead", April 2016.



AWARDS

MAGYAR NEMZETI BANK SCHOLARSHIP OF EXCELLENCE

Central Bank of Hungary

11/2016

Obtained the Scholarship of Excellence from the Central Bank of Hungary for excellent academic achievement.



LANGUAGES



HUNGARIAN
(NATIVE)



ENGLISH
(FLUENT - C2)



GERMAN
(WORKING KNOWLEDGE - B2)



FRENCH
(BEGINNER - B1)