

BALINT STAMLER

Marketing Manager | Growth Hacking | Marketing Strategist

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Results-oriented Marketing Manager with 11 years of corporate experience and a successful 4-year track record operating an agency

Excels in driving marketing projects, delivering impactful campaigns, and creating user-centric stories for online advertising. Fluent in English with outstanding communication skills. Seeking an opportunity to leverage my diverse expertise in marketing for a dynamic team.

EXPERIENCE

MARKETING MANAGER | 2021 – 2023

3DEE GMBH & CO KG

LEAD GENERATION - Developed and executed comprehensive marketing strategies resulting in a **20% increase in lead generation**. I made this possible through strategic utilization of various tools, including [Webinars](#), [Bundle Box Sales](#), [Case Studies](#), and engaging [PR articles](#).

CAMPAIGN MANAGEMENT - Successfully orchestrated a product launch campaign that resulted in a **25% increase in sales** within the first quarter. Leveraged data-driven insights to optimize campaign performance, regularly analyzed key metrics and adjusted strategies to ensure maximum effectiveness.

BUDGET AND ANALYTICS - Developing and managing marketing budgets with a **focus on maximizing ROI**. Utilized analytics to inform decisions, optimized campaigns, and demonstrated the impact of marketing efforts on the business's bottom line.

WEBSITE IMPROVEMENT - I designed and implemented features aimed at enhancing the User Experience (UX) on the [3dee.hu](#) website, as well as increasing visitor conversion rates. Leveraging my expertise in WordPress, HTML, CSS, and [UX design](#), I successfully tackled the task to improve overall functionality and user engagement.

IDEATED, PLANNED AND EXECUTED EVENTS - My proactive engagement in establishing prominent events such as [Additive Manufacturing Day](#) and [Industry Days Hungary](#). These endeavors resulted in highly successful exhibitions, leading to the establishment of meaningful business relationships with key industry players such as [AUDI](#) and [Robert Bosch](#).

OKR DELIVERY - Proficient in the strategic formulation and execution of Objectives and Key Results (OKRs) on a quarterly basis.

MARKETING MANAGER | 2017 – 2021

STAMLERDESIGN

Completed over 100 projects for more than 30 clients, exemplified by the development of e-commerce strategies for a [Real Estate Agency](#). This involved optimizing ad placement, newsletters, and promotional communication, resulting in an 11% increase in online sales.

Created and implemented comprehensive online marketing strategies and campaigns for local businesses across different sectors such as [environmental](#), [commerce](#), and [education](#).

Conducted marketing presentations for attendees at [diverse events](#) and sustained active involvement and membership in [networking organizations](#).

Monitored advertising metrics and **optimized campaigns to maximize results**. Created quarterly social media reports to track goals and monitor progress

ONLINE PRODUCT & CONTENT MANAGER | 2012 – 2017

VERLAG DASHÖFER HUNGARY

In charge of **developing and overseeing educational offerings** across digital and traditional platforms, such as webinars and [courses](#).

Managed content writers, providing proofreading for other writers on the team, feedback and recommendations as needed and **reviewing content to certify its relevance**.

Led company through **successful launch of Web redesign**, coordinating all content and layout with design team.

Revamped **newsletter campaigns**, which contributed to a **32% increase in social media followers**.

Created and communicated product roadmaps. Create reports and provide analysis on all performance metrics. Collaborate with management team to make our product as effective as possible in reaching its audience.

SALES MANAGER | 2010 – 2012

KULCS-SOFT NYRT.

Conducted targeted **sales efforts specifically aimed at promoting and selling accounting software solutions**. Proactively identified and pursued untapped business prospects while also fostered collaborative relationships with existing partners. Actively engaged in the **development of external strategic alliances** to expand market reach and enhance product offerings.

ONLINE PROJECT MANAGER | 2008 – 2010

NETSHAKER SOFTWARE SOLUTIONS KFT.

Coordinated and executed website development projects from inception through completion. Developed comprehensive project plans detailing timelines, milestones, and resource distribution.

Monitored project progression, identified and mitigated potential obstacles or risks. Ensured projects adherence to budgetary constraints and adhere to established schedules.

Collaborated cross-functionally to address project needs and interdependencies. **Tracked and analyzed project performance metrics** to assess progress and inform decision-making.

EDUCATION

BUTE – Budapest University of Technology and Economics, 2002

BSc in Environmental Engineering (3,5 years' education, Absolutorium)

SKILLS

ROAS Optimization, Creative Testing, Content Marketing Strategy, Clear Communication, UX Design, Cross-Functional Collaboration, Project management

CERTIFICATIONS

[Responsive Web Design in Adobe XD](#), [Create High-Fidelity Designs and Prototypes in Figma](#), [Conduct UX Research and Test Early Concepts](#), [Build Wireframes and Low-Fidelity Prototypes](#)