



Marcell Kovács

Marketing Professional

Profile

Although I started out as a computer programmer, then took a short detour into the field of business informatics and after some deliberation, I finally decided to pursue a more business oriented profession. I graduated as an economist with a degree in commerce and marketing from the University of Pécs. As I have always been interested in the world of IT and software, I can apply my high level technical skills and abilities to my work.

After 4 months of internship in a multinational company, I worked as a Content Manager in a software development consultancy SME. 1 year and 10 months later I reached the position of Head of Marketing.

See my full portfolio at kovacsmarcell.hu/en

Employment History

Head of Marketing at Crossec Solutions Ltd., Pécs

October 2017 — September 2024

Experienced Marketing Manager at Crossec Solutions Ltd., Pécs

February 2017 — October 2017

Content Marketing Manager at Crossec Solutions Ltd., Pécs

February 2016 — February 2017

Marketing Intern at Grandvision Hungary Ltd., Budapest

June 2015 — October 2015

Education

Economist with a degree in commerce and marketing BSc, University of Pécs - Faculty of Business and Economics, Pécs

2011 — 2015

Business Information Technology, University of Pécs - Faculty of Sciences, Pécs

2011 — 2014

Passived studies.

References

István Beregszászi from Prezly

pestaa@pestaa.hu · +36-30-816-8509

Tamás Hetesi from Bregner NL

tams@tams.hu · +31-6-83-81-19-86

Gergely Laborci from University of Pécs - Faculty of Engineering and Information Technology

gergely@laborci.hu · +36-20-340-6464

Details

Pécs

Hungary

+36-30-259-4194

hello@kovacsmarcell.hu

Nationality

Hungarian

Web

kovacsmarcell.hu/en

linkedin.com/in/kovacsmarcellandras

Skills

Inbound Marketing

Marketing Automation

Hubspot

Market Research

Copywriting

Marketing Planning

Social Media Marketing

Email marketing

Microsoft Office

New Technologies (AI)

SEO

GDPR

Languages

Hungarian

English

Hobbies

Hiking, Gastronomy, BBQ, Reading, Esport, Tinkering with smart home systems, Movies, Music

🌟 Certificates & Courses

Inbound Marketing Certified, Hubspot Academy

July 2024 — August 2026

Digital Marketing Certified, Hubspot Academy

July 2024 — August 2025

Contextual Marketing, Hubspot Academy

July 2024 — August 2025

Process Engineer Training, Kvalikon Kft

January 2020

English B2 - Economics and management, Szent István University

2015

Copywriting Training, Kreatív Kontroll Kft

May 2021

Complete GDPR Certification, Udemy

July 2024

Hubspot Marketing Hub Software Certified, Hubspot Academy

July 2024 — August 2025

Hubspot Sales Hub Software Certified, Hubspot Academy

July 2024 — August 2026

Social Media Marketing Certification I., Hubspot Academy

July 2024 — August 2026

Social Media Marketing Certification II., Hubspot Academy

July 2024 — August 2026

Email Marketing Certification, Hubspot Academy

July 2024 — August 2026

Inbound Sales Certification, Hubspot Academy

July 2024 — August 2026

Content Marketing Certification, Hubspot Academy

July 2024 — August 2025

Inbound Certification, Hubspot Academy

July 2024 — August 2026

Digital Marketing Certification, Hubspot Academy

July 2024 — August 2025

SEO I. Certification, Hubspot Academy

July 2024 — July 2026

SEO II. Certification, Hubspot Academy

July 2024 — August 2026

Digital Advertising Certification, Hubspot Academy

July 2024 — August 2025

Inbound Marketing Optimization Certification, Hubspot Academy

July 2024 — August 2025