

ALEXANDRA MÁRTON



Personal details

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Objective

I'm continuously looking for new challenges and opportunities to develop myself, mostly with HR, social media and project management experience.

Education

- 09.2016. - 06.2017. **CEMS Master's in International Management**
Autumn semester: **Copenhagen Business School**. Spring semester: Corvinus University of Budapest.
- 02.2015. - 02.2018. **Management and Leadership MSc**
Corvinus University of Budapest. Faculty: HR and OD. Thesis: Future of higher education. Overall classification: very good
- 09.2011. - 01.2015. **Management and Business Administration BA**
Budapest University of Technology and Economics. Thesis: Secrets of the success of coaching and its barriers in Hungary. Overall classification: very good

Professional experience

- 09.2017. – **Ongoing Vodafone Hungary – Discover Graduate, Fresh Graduate Program**
1st Rotation – Reward Specialist: E2E project management of the new phone allowance. Actively contributing to the benchmarking project with KornFerry. Assisting the annual reward cycle process. Mentoring our director in IT field.
- 06.2017. - 09.2017. **Vodafone Group, London – Employer Brand and Social Media Intern**
Working closely with the marketing team and CasualFilms, creative production agency to roll out the new employer brand across 22 countries. Assisting the management of the global social media sites and managing the Instagram profile (average profile view growth: 277%, av. impression growth: 432%, av. reach growth: 116,7%). Contributing to the girls in STEM campaign.
- 02.2017. - 05.2017. **Microsoft - CEMS Business Project.** Digital solutions in higher educations. Extensive research, process mapping and guidance on possible IT solutions.
- 08.2015. - 07.2016. **DIAGEO Plc - Multiple HR positions**
- *Learning & Development Coordinator:* Supporting the implementation of new capability framework, assisting the BAU training & event management tasks.
 - *Resourcing & Recruitment Assistant:* Searching and pre-screening of candidates, organizing interviews, managing the related processes.
 - *Resolution Assistant:* Working out and implementing the new global process for bonus administration. Over 800 cases handled and 30 countries supported.

02.2014 - 01.2015. **AIESEC - Vice President for Operations**

Leading an entity of 75 members. Member of the executive board. 30% growth in exchange (40 -> 53). Managing 6 projects and all in all 31 people. €9500 total income and € 2000 profit.

Responsible for Summer For Youth camp

Promotion and execution of the 6-week long camp. 150 participants and €8300 budget. Biggest AIESEC camp in the country until now. Successfully introduced to new target group.

Charity

02.2017. - 07.2017. **Kompánia pro bono project.** Creating and implementing online marketing strategy.

01.2017. - 07.2017. CEMS Club Budapest **Sustainability Representative.** Member of the board.

07.2013. - 08.2013. AIESEC **voluntary work in Brazil.** Teaching English in international team.

Awards

06.2016. **Student Management Championship - 1st place**

05.2016. **Vodafone Telco Cup competition - 1st place**

04.2016. **BeSpirited competition - 1st place**

04.2015. YounGOoffice competition - 3rd place

05.2011. Reward for outstanding students at high school

Language skills

Hungarian: Native.

English: Fluent. C1 level language exam (2009,2010). C1 level business language exam (2016)

Spanish: Intermediate. C1 level language exam (2011).

German: Beginner. A1 language course.

Italian: Beginner. 4 years at high school.

Personal skills

Intercultural skills. Proactive. Curious. Quick learner. Reliable. Leadership skills. Team player. Results orientated. Planning & organizing skills.

Additional fields of interest

Exploring new fields. Sports: water sports, dancing, hiking. World issues: education, environment protection. Travelling. Psychology. Social media. Photography.