



Professional background – Tímea Merényi

College of Budapest Business School - Marketing Communications Economist

College of State Administration – Public Administration Manager

Casus College of Contemporary Arts – Art Manager

Professional Experience

Jan, 2010 -

MERT Marketing Consulting Ltd. – Managing Director
Marketing Consultant

- *TV-channel marketing*
- *marketing communications consultancy (online, offline)*
- *marketing outsourcing – for small and middle size companies*

May, 2011. – Nov, 2009

UPC Hungary Ltd. – Head of Marketing Communications
Scope of responsibility:

- Development of marketing communication strategy
- Development of brand strategy
- Planning of marketing communication budget
- Creative planning of ATL , BTL and online communication (strategical, tactical, ad-hoc)
- Media planning (annual and seasonal)
- Strategic vendor management and professional motivation (communicational agencies)
- Management and optimization of UPC media for marketing and sales target fulfillment purposes
- Localization of international marketing communication projects
- Management of the of Marketing Communications Department

Achievements:

- Product launch campaigns: UPC Telephone (2004), new internet portfolio ('chello') (2007), UPC digital tv (2008)
- Development of creative umbrella communication (2006)
- Development of triple play communication (2006)
- UPC Hungary Rebranding (2008)
- Won awards on Marketing efficiency competition: 2 silver and 1 bronze EFFIE-award (2006-2009)
- CTAM Europe award
- gold award: Brand & positioning – 'Technicians' triple play campaign (2009)
- silver award: Brand image & positioning (2008):
 - AXN – UPC Film contest
 - 'Captain Szőke' triple play campaign
- Arany Penge Creative Festival ('Gold Blade Creative Fest'): many silver and bronze awards (2006-2009)
- UPC/ Liberty Global creative award gold (2006, 2008)

- Participation in the jury: EFFIE Hungary (2008, 2009); Arany Penge Creative Fest ('Gold Blade') (2008)

July, 2001 – Apr, 2004

UPC Hungary Ltd. – Regional Marketing Manager (2001-2004)

Responsibilities:

Operative marketing management of the Budapest UPC region (Bp + Monortel), organization and management of region-related local activities (campaigns, subscriber communication, migration, events, PR).

Jan, 2000 – Jul, 2001

MTT Telecommunication Ltd. (Monortel) – Marketing Communications Manager

Responsibilities:

Development and management of Monortel's marketing communication strategy

Planning of marketing communication budget.

Planning of BTL communication (tactical, adhoc), event organization

Apr, 1998 - Jan, 2000

MTT Telecommunication Ltd. (Monortel) – Product Manager

Responsibilities:

Management of Monortel product portfolio development (CATV, internet, telephone, ISDN), organization of product-related communication.

March, 1995 - Apr, 1998

Hungexpo Ltd. – Trade Show Organizer

Organizer of international trade shows (Budapest Art Expo, Printexpo, Industria)