

## Experience

### HIFLYLABS LTD.

Budapest, Hungary

#### Content Manager

2023 – Present

- Defined narrative, positioning, and GTM plans, aligning internal teams around messaging and execution.
- Led end-to-end content production, expanded creative scope for videos, technical decks, whitepapers, websites, articles, social posts, and print collaterals.
- Increased internal marketing data quality, transparency, admin consistency, and cross-team collaboration.

#### Leadership:

- Supervised and mentored technical copywriters and design creatives, supporting their professional growth and onboarding while owning team resources and delivery timelines.
- Set R&D directions as Innovation Lead of our internal AI Squad (between 2024.09–2025.04), drove AI adoption through stakeholder education, and supported strategic decisions with desk research.

### DÉMÉTÉR BIOSYSTEMS KFT.

Budapest, Hungary

#### Marketing Manager & Geoinformatics Technician

2020 – 2023

- Owned marketing for products and services, hit B2C & B2B targets organically.
- Built brand identity from scratch: websites, digital ads, content, and design.
- Established brand authority in regenerative agriculture through an annual expert webinar series, increasing nationwide awareness and securing key partnerships.
- Gathered, processed, and analyzed geospatial data for 50+ clients.

### EARLY CAREER

Hungary

#### Freelancer, Project Assistant, Field Technician

2014 – 2020

- Freelance (2019–2020)
  - Multimedia production and copywriting across video, illustration, packaging design, and translation; also contracted to operate Démétér Biosystems' laboratory sampling service.
- EU Project Assistant, ERDF: 2169200, DTP1-1-248-2.2 (2017–2018)
  - Maintained geoinformatics databases, coordinated with domestic and international partners, and produced materials for social, PR, and academic channels.
- Archaeological & Geoinformatics Field Technician (2014–2017)
  - Two and a half years on-site archaeological excavations, including GIS database management and 3D geospatial analysis across three seasons at an international excavation.

## Education

### EÖTVÖS LORÁND UNIVERSITY

Budapest, Hungary

Philologist of Archaeology and History

2013 – 2019

Specialization in archaeometry: scientific methodology and geoinformatics. Thesis on physical anthropology.

## Skills

**Soft skills:** End-to-end ownership, Process optimization, Adaptability and resilience, Storytelling, Leadership

**Languages:** English (Fluent), Hungarian (Native)

## Technical

**Design:** Figma, Adobe Creative Suite, Affinity Suite | **GenAI:** Claude, Gemini, Midjourney | **Low-code:** HTML, CSS | **CRM & SEO:** HubSpot, Ahrefs, Clarity, GA4, Google Trends & Search Console, SimilarWeb | **Social media:** LinkedIn, Google, YouTube, Meta | **Collaboration:** Microsoft & Google Workspaces, Slack, ClickUp | **GIS:** QGIS, SAGA GIS

## Described by colleagues

"He helps new colleagues integrate, and it's thanks to him that our team's biggest transition went so smoothly."  
– Dóra Rajtmár, Marketing Director

"I'm very grateful that he explains technical topics in a way I can grasp from a design perspective."  
– Fanni Kávai, UI & Motion/Graphic Designer

"Márk is the true engine of the team."  
– Nikolett Jakimov, Senior B2B Digital Marketing Manager