

Laura Farkas

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» Profile

Strong SEO and online marketing skills. Recently completed business administration and LEAN organisational management college courses. A creative person with loads of motivation to succeed in any role. A strong team player with advanced management capabilities and communication skills looking for a new challenge.

» Education

- **2016-2017 *Havering College*** Hornchurch, England
Lean Organisational Management Techniques Level 2
- **2016-2017 *Barton Peveril College*** Eastleigh, England
Business and Administration Level 2
- **1999-2000 – *K&S Business Studio*** Hungary, Budapest
Marketing/PR/advertising management
- **1998-2000 – *Balint Gyorgy Academy of Journalism*** Hungary, Budapest
PHD Journalist –training in national daily newspaper
- **1996-2001 – *ELTE University of Sciences*** Hungary, Budapest
Cultural Management, Hungarian language Bachelor's degree
- **1992-1996 - *Karolina High School*** Hungary, Szeged
- A -level equivalent:, Latin language, English, Maths, Chemistry, Literature, Sciences

» Skills

Software

- ✓ Microsoft programs; Access, Word, Excel.
- ✓ File Sharing programs (Dropbox, Google Drive, etc.)
- ✓ WordPress and Blogger blogging applications
- ✓ Social media applications (Facebook like pages, scripts, and YouTube advertising)
- ✓ Database administration tools
- ✓ Google Adwords and Adsense
- ✓ Clickbank and CPA marketing
- ✓ SEOMoz Tools

Further Qualifications

- 2012 - Mind mapping course (Alison)
- 2013 - Starting a Business or Social Enterprise - The Stone Soup Way (Alison)
- 2014 - Entrepreneurship - Creating the Business
- 2015 - Building an Online Business course (Alison)
- 2015 - Web Video Presentations using Brainshark (Alison)

Languages

Hungarian – fluent

German - improving

» Work Experience

2011-present

Online Marketing Manager – Self employed. Owner of Toucan-Marketing UK, SEO Article Content Writing, Copywriting and Editing Clients: 4Writers.net, ProficientWriters.com, Writteent, Serpholic, MyCostaRica, Writers Xcess, CopyPress, Strategy Internet Marketing, individual e-commerce websites, and Blogger Outreach writer at FatJoe UK

- ✓ Web content writing
- ✓ Search Engine Optimization
- ✓ Content marketing
- ✓ Business writing
- ✓ Over 1500 completed assignments
- ✓ Small business support for online marketing and sales funnel development, including web design

2006 Oct- May 2011 HBOS Group

Chester

Business Services -Records Department (Jan 2008- 2010)

- Servicing internal customers
- Retrieving customers' correspondences, agreements
- Using internal communication systems
- Working towards targets, and deadlines
- Making sure to be compliant with internal communication policies
- Self-development programmes and courses, setting and working towards objectives

Customer Sales Advisor -Loans Internet -Core Inbound

(Oct 2006-Dec 2007, June 2007-Jan 2008, October 2010 – May 2011)

- Computer applications
- Servicing inbound calls
- Working to targets
- Achieving 249 % of the target in the first month, maintaining and improving performance
- Certificates to prove my abilities throughout the year
- Complying with the current FSA and DPA regulations

Outbound Agent (Dec 2006-Feb 2007)

- Credit cards activation
- Introducing new incentives for potential customers

- Hit target set up by management for effectiveness and. Productivity

Account reviews – Personal Banking Feb 2007-June 2007

- Handling regulated complaints
- Negotiating with the most valued customers
- Using several processing and administrative systems
- Working towards targets and deadlines also making sure all the regulations and procedures are followed

2006 June-2006 Oct.

Contract marketing and administration jobs , Hungarian-English, English-Hungarian translation

Article and business translation projects

Planning promotions for introducing new technology in the industry

Negotiating between Hungarian and British companies

References obtained: Kalico Ltd, DomyPress Ltd Hungary

2000 June– 2002 March - DomyPress Printery Ltd

Hungary, Budapest

Marketing director

- After 6 months of working as a marketing manager taking the position of marketing director
- Around 3000 DM letters /month, targeted advertising
- Developing a direct marketing strategy and supervising execution
- Over 70% growth of customers base /year
- Organising customer administration and keeping quotation times under 15 minutes.
- Helping the management to build an effective and informative web page
(www.domypress.hu)

» **Activities and affiliations**

Member of Stanlaw Abbey Business Development Charity, Ellesmere Port

Vinyasa yoga, teacher's certificate

Cheshire Police – Consultation Volunteer since 2014, hosting events, engaging with the public, completing feedback forms
