

I'M
PETER
VERDES.

DIGITAL MARKETER 

www.peterverdes.com



PROFILE & SUMMARY

A results-driven marketing professional with expertise in data-driven strategy, campaign execution, and end-to-end pricing management. Skilled in B2B & B2C marketing, SEO, and customer journey optimization, I have successfully implemented localized campaigns across European markets, driving growth and customer engagement. My portfolio showcases achievements in digital marketing, including social media campaigns, content creation, and performance tracking.

PROFESSIONAL

MARKETO	<div></div>	75%
HUBSPOT	<div></div>	70%
META	<div></div>	95%
PHOTOSHOP	<div></div>	85%
POWER BI	<div></div>	70%
WIX	<div></div>	85%
HTML & CSS	<div></div>	70%

KEY SKILLS

- Expertise in Digital Marketing Strategy & Campaign Management
- Proficient in Marketing Automation & Data-Driven Optimization
- Skilled in Performance Analysis, Reporting & Insights Delivery
- Experienced in Content Creation, Management & Stakeholder Collaboration
- Advanced knowledge of Analytics Tools (Google Analytics, Power BI, Excel, SQL)

EXPERIENCE

DIGITAL MARKETER | Freelance Professional

Jul 2023 – Present – Cracow, Poland

- Execute digital marketing strategies to boost online presence and engagement
- Create and manage ROI-focused advertising campaigns across platforms
- Develop and promote content to enhance brand awareness and customer loyalty
- Design SEO-optimized content strategies aligned with business goals
- Implement lead generation tactics to attract and convert quality prospects
- Use data-driven insights to optimize marketing performance and drive results

MARKETING IMPLEMENTER | Shell

Nov 2021 – Jun 2023 – 1 yr 8mos – Cracow, Poland - Remote

- Led execution of local marketing campaigns in collaboration with business development and fleet solutions teams in Hungary
- Developed and localized campaigns with the Customer Dialogue Team to target B2B customer segments
- Collaborated with a creative agency to launch dynamic social media campaigns and marketing materials
- Managed website updates and design improvements to enhance online presence
- Localized sales materials, including brochures and leaflets, for the Hungarian market
- Implemented reporting and ROI tracking to optimize campaign performance
- Organized loyalty activities and events to boost brand presence and customer engagement
- Managed service messages and email communications across legal, service, and marketing areas

PRICING SPECIALIST | Shell

Sep 2019 – Nov 2021 – 2yrs 3mos – Cracow, Poland – Hybrid / Remote

CMD ACQUIRING SPECIALIST | Shell

Nov 2018 – Sep 2019 – 11mos – Cracow, Poland – On-Site

CUSTOMER OPERATION SPECIALIST | Shell

Mar 2018 – Nov 2018 – 9mos – Cracow, Poland – On-Site

DIGITAL & BRAND DEVELOPMENT SPECIALIST | Freelance Professional

Nov 2013 – Dec 2017 – 4yrs 2mos – U.K., Spain, Hungary - Hybrid

- Developed and managed a consistent online presence across all digital channels
- Implemented a cloud-based CRM system to improve client management and sales tracking
- Created and executed digital marketing strategies to boost brand awareness and engagement
- Achieved top 3 Google rankings through effective SEO and increased organic traffic
- Drove significant website traffic growth with targeted campaigns and optimized content
- Utilized data and analytics to refine marketing strategies and uncover new business opportunities

BUSINESS DEVELOPMENT SPECIALIST | Citrus

Feb 2016 – Jul 2017 - 1yr 6mos – Perth, Scotland – On-Site

- Optimized SEO and created link-building strategies to boost online visibility
- Managed digital ads and web development to improve user experience and conversions
- Coordinated events, leading a team and ensuring compliance with regulations

EDUCATION

Linnaeus University | International Business Studies & Marketing | 2016 – 2017 | Sweden

University of the Highlands & Islands | Music Business & Marketing – B.A. with Hons. | 2013 – 2017 | UK

LANGUAGES

English – working proficiency/bilingual

Hungarian – native

CERTIFICATIONS

Udemy Certified Marketo Professional (Udemy)

Email Marketing: Drip Campaigns (LinkedIn)

Social Media Marketing: ROI (LinkedIn)

[Connect me on LinkedIn](#) for more details about my positions!

