

Vivien Eszter Nagy

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Professional Profile

A versatile and energetic entry-level professional with experience in project management and in marketing mass consumer products within a FTSE top 10 FMCG company. Attentive to detail with excellent problem-solving capabilities and a can-do attitude to manage multiple projects simultaneously. Utilises exceptional communication skills to summarise and explain ideas in a clear, concise language. A strong and supportive team player, who thrives in highly pressurised and challenging working environments.

Objective

Currently looking for a new and suitably challenging position in a creative environment, one which will make best use of existing skills, qualifications and experience whilst enabling further personal and professional development.

Career Summary

07/2011-11/2012 BRITISH AMERICAN TOBACCO, HUNGARY

02/2012-11/2012 Trade Marketing Executive – Buyback Project Co-ordinator

Key Achievements

- Writing and implementing BATH's "Buyback Policy" – regulating processes and delegated authorities involved in the event of a product buyback – ensuring compliance with recent changes in local excise legislation and by-laws
- Leading a cross-functional project team of 15 people (sales, supply chain, legal, finance, reporting)

Responsibilities

- Minimising write-offs and legal exposure, while ensuring optimum level of stocks in SSC and retail
- Developing communication materials for sales force and retailers, acting as single point of contact for internal and external stakeholders
- Effective resource allocation: budget of ca. 200k EUR with write-off exposure of 2mn EUR
- Provided buyback volume forecast and analysis for critical decision-making processes

07/2011-01/2012 Premium Brand Executive (Dunhill, Vogue, Kent, Lucky Strike)

Key Achievements

- Winner of BAT's "Launch of the Year" and "Extra Mile" awards for co-ordinating the launch of "Dunhill Switch" – the 1st capsule cigarette product in the Hungarian tobacco market – overachieving its volume target by 200% for its first year and its distribution target by 10% within 3 months of the launch, achieving segment leadership
- Created the short and easy to understand message about the "Switch" mechanism which was printed on every pack foil for 6 months: 'Change the Taste' 'Crush the capsule in the filter'
- Decided on the colours of the newly launched "Dunhill Switch" packs with the help of brand image specialists in the printing factory
- Developed all touchpoints for the full "Dunhill Switch" launch campaign and for other communication activities of premium brands with BAT's contracted creative agency, Grey/G2
- Increased brand awareness with limited edition packs and co-brand hostess promotions in the HoReCa channel

Responsibilities

- Project management of new product initiation and campaign development (activities, touchpoints)
- Effective agency resource deployment (briefing/debriefing): point of contact for creative and research agencies and printing houses
- Segment, competitor and brand health analysis: decision-making support for senior marketing management
- Tracking & monitoring respective brand spend expenditure: budget of ca. 1mn EUR

Career Summary cont.

06/2010-08/2010 AEGON, HUNGARY
Sales Intern – Sales Process Re-engineering

Education and Qualifications

MA (Hons): Management – 2:1 (2011)
University of St Andrews, UK
Thesis: The Bearable Lightness of Consumption: Assessing communities and consumption at music festivals (awarded 20/20)

5 A Levels: Mathematics, History, English, French and Literature (2005)
ELTE Apáczai Csere János Grammar School

Key I.T. Skills

Languages: Native Hungarian; Fluent English; Intermediate French; Basic Italian
IT Proficiency: Word, Excel, PowerPoint, Outlook, Lotus Notes, SPSS, and experienced with Mac OSX and Linux

Personal Details

Interests include: Art history, Contemporary art, Social media, Advertising, Analogue photography, Tennis, Snowboarding, Running, Project co-ordination
Achievements: Completed the 25th Nike Budapest Half Marathon (2010)
Winner of the ‘Futures of Management’ annual photography competition of the School of Management (2009)
Voluntary work: Founding member, Secretary (2009/10) and Treasurer (2010/11) of the University of St Andrews Hungarian Society
Treasurer of the University of St Andrews Music Fund (2008-2009)
Member of the Hungarian Youth Atlantic Council (2005-date)

References are available on request