



KRISZTINA FOGL

Senior Marketing Manager

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SUMMARY

Marketing Manager | B2B & B2C Growth & Marketing Strategist

15 years driving business and brand growth in EMEA markets in B2B/B2C sectors (HVAC, events, media, automotive). Proven track record managing integrated campaigns, cross-functional teams and budgets up to 1.2M EUR. Expert in campaign and content strategy, data-driven optimization. *Top 50 most influential marketer in Hungary* (Marketing&Media Magazin, 2023). Now open to new opportunities in Singapore, actively upskilling in GenAI for improving marketing efficiencies.

WORK EXPERIENCE

Relocated to Singapore | Strategic career transition & professional development

Daikin Hungary Kft. | 2023-2025

Marketing and Customer Experience Manager | Brand and Performance B2B and B2C

- Shape and execute B2B & B2C marketing strategies for a **top global Japanese HVAC-R brand in Hungary** - develop long-term strategic plans to support brand growth and market leadership
- Development of **Daikin's brand and marketing strategy** in Hungary - spontaneous brand awareness lift by 150% in 2 yrs through strategic marketing initiatives
- Strategic marketing decisions **to support the company's revenue goals (1.2 mil EUR budget)**, in close collaboration with sales teams and nationwide distributor partner network B2B (including the support of the Budapest Flagship Store with separate revenue line B2C)
- Helped build CX framework and brought **customer journey optimization** to boardroom discussions, directly influencing strategic decisions
- **Coordinated cross-country marketing initiatives**, establishing best practices adopted by 3+ countries in the region
- **Management and development of a 5-person marketing**, digital support and CX team - hired and mentored 3 people from junior/coordinator to expert level
- Pushed the boundaries in multiple areas of **marketing pioneering new cross-team frameworks** that were adopted by other countries in the region
- **Led regional creative agency tender process**, establishing brand platform and content framework adopted across Central Europe for 2 years

Marketing Supervisor | Brand and Performance B2B and B2C 2021-2023

- **Localization of EMEA central campaigns and performance** reporting responsibilities to the Austrian and Belgian headquarters.
- Promoted to supervisor in 12 months and **nominated for Daikin Leadership Academy**

- **Hired and mentored two marketing coordinators** to start develop and boost the marketing function in Daikin Hungary
- Executed **integrated demand generation campaigns**
- Best campaign: Brand & Performance summer campaign: reallocated 25% of the budget from underperforming channels to high-performing ones, leading to a 40% increase in conversion rate

Marketing Coordinator | Brand and Performance B2B and B2C 2020-2021

- **Responsible for digital marketing improvement initiatives**, including website performance, PPC campaign setup, SEO improvements - increased organic search share by 15% in 6 months
- Responsible for a 100K EUR marketing launch campaign for the first Budapest Flagship Store - invaluable planning experience gained by opening a brick&mortar store at the outbreak of COVID
- Executed digital marketing campaigns across various channels: SQL conversion rate increase 1%, CPA decrease by 25% (YoY)

HVG Publishing and Media Hungary Kft. | 2018-2020

Marketing Coordinator | B2C Media, Publishing, Events

- Comprehensive brand and marketing strategy **for events at Hungary's most prestigious weekly magazine and publishing house**
- **Led marketing for 15+ business, corporate and lifestyle events annually**, from trainings to 2-day conferences and trade fairs, attracting 200-10,000 participants (**Budapest Motor Show, TEDxYouth@Budapest, business conferences**)
- Optimized marketing spend and campaigns using industry insights, boosting ROI by 15%
- Content-led storytelling approach for event marketing (mini-video series)
- Enhanced end-to-end customer journey via landing pages, content, and digital experiences, increasing engagement and repeat participation
- **Collaborated cross-functionally and with external vendors** to implement innovative growth strategies.

Stamford Global | 2010-2018

Marketing and Brand Manager | B2C, B2B Trainings, Events

- Drove marketing strategy and brand development **for a global training and events company (founded in Singapore)**, combining strategic planning with hands-on campaign execution across digital channels
- Drove commercial success for **high-value European business conferences** through strategic market analysis, speaker acquisition and digital marketing
- Led **creative campaign development from concept to launch**, collaborating with cross-functional teams to deliver cohesive brand messaging
- Identified and secured C-level speakers and industry thought leaders from UK, Europe, and USA, building relationships with key influencers across target sectors
- Analyzed campaign performance metrics (conversion rates, traffic, ROI) to optimize marketing strategies and improve campaign effectiveness

Maternity leave for 2 years

Enterprise Rent a Car | 2007-2010 DUBLIN

Assistant Manager | Automotive Services B2C, B2B

- Fast-tracked through **competitive Management Trainee program** and promoted to Assistant Branch Manager at Ireland's highest-performing location, managing the country's largest fleet and highest revenue-generating branch.
- Sales Leadership: **Recognized as top sales performer nationally**, personally achieving top salesperson rankings multiple times while leading team to exceed sales targets
- Customer Excellence: **Led branch to achieve highest customer satisfaction scores** in the region, implementing service standards that became best-practice benchmarks across the network

EDUCATION

BUDAPEST BUSINESS SCHOOL & AVANS HOGESCHOOL BREDA

(HUNGARY AND NETHERLANDS) | 2002-2006

BA in International Business Economics

Dual economics degree, English and Hungarian language program at the College of Foreign Trade and the Dutch Avans University of Applied Sciences

UNIVERSITA CATTOLICA DEL SACRO CUORE ITALY/ MILAN

Erasmus Scholarship 2006-2007

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN (MOOC)

Digital Marketing Specialization 2016-2017

DAIKIN LEADERSHIP ACADEMY 2023-2024

People-Centered Management Leadership: 12 day full immersion top talent program

SKILLS

Strategic Marketing & Campaigns

Dual-Audience Strategy (B2B + B2C)
Content Strategy & Brand Storytelling
SEO, SEM & Digital Analytics
Budget Management & ROI Tracking
Demand Generation and Lead Nurturing

Growth Mindset

Looking at every task and interaction with growth mindset, I define success as continuous learning, achieving results through effort, and self-improvement. I have a high intellectual capacity and quickly and accurately acquire new knowledge.

Tools & Platforms

Salesforce | Google Analytics | SAP Emarsys | Hubspot | Gen AI tools

Emerging Skills

Anthropic Academy | Claude | AI Fluency: Framework and Foundation | Prompt Engineering for Marketing Automation
Content & Strategy

My Clifton Strengths:

Consistency | Discipline | Positivity | Harmony | Developer

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