

## Contact

hello@impeternemeth.com

www.linkedin.com/in/nemethp

(LinkedIn)

treo.sk (Company)

impeternemeth.com (Personal)

## Top Skills

SEO

Social Media Marketing

E-commerce

## Languages

German (Elementary)

Slovak (Native or Bilingual)

English (Professional Working)

## Certifications

Product management 101

Advanced SEO practices and techniques

# Peter Németh

Project and marketing manager

Senec

## Summary

Experienced project and marketing manager with over 13 year experience in managing e-commerce projects.

I combine research, user flows, wireframing, storytelling and visual design to transform problems into practical solutions. As an ISTP personality, I don't mind getting my hands dirty.

I believe that a good product or service is made with focus on its users. Therefore, my current mission is to dig deeply into customer centric design.

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## Experience

TREO

Co-founder and PM

March 2014 - Present (6 years 6 months)

Slovak Republic

My main projects :

1. Creating a web-based transport management system from scratch, for transport and logistics company CEDULA. Goal : One system with a centralized database that is used to run a company's entire business.

Main features :

- Order records (issued / received) including B2B portal where the business partners can create their orders or upload them in bulk and track their status
- Complete shipments records. Ability to create a new shipment directly from received order or vice versa – create an order from shipments
- Simple CRM with evidence of all business partners and ability to create a price list type (e.g. distanceXweight) and assign it to the selected partner. This results in hassle-free process on creating the received order where the final price is calculated automatically

- Territory management – when creating a shipment, the system knows to which of the 4 branches it belongs, what's the total distance, what's the weight/ volume and what's the price
- Vehicle and driver management
- Ability to manage all the invoices and to generate them from the orders / shipments

My responsibilities : Project management, Process design, System architecture and design

2. Redesign of an e-commerce store for Slovakian designer children clothing mile.sk.

My responsibilities : UX research, Process design, Project management, Data migration, Conversion rate optimisation, Onpage SEO

3. Building an e-commerce brand hocostore.sk from scratch

My responsibilities : Project management, Customer experience, Branding, Marketing

4. Website redesign and custom solution for capturing online leads for a telecommunications provider and triple-play operator in Senec, Slovakia e-net.sk

My responsibilities : Project management, UX research and process design, Marketing

5. Website design and online reservation system for rehabilitation / fitness center fitcoregym.sk

My responsibilities : Process design (online reservations), Project Management, UX research and design, Branding

Workoutplan24.com

Project Manager

March 2013 - February 2015 (2 years)

Building an online service for US customers where website visitors can order and pay for a specific (tailor made) training program and custom meal plan based on their fitness goals.

My responsibilities : Service architecture and project management (developers, designers, content writers / fitness coaches)

Uber Nutrition

## Product Marketing Manager

October 2012 - 2013 (1 year)

As a product manager i was responsible for finding a partner who can help us with creating new made-to-measure products.

My role was also to create the branding, visuals, packaging and go-to marketing strategy for three initial products :

- testo24 (supplement for testosterone boost made with pure natural ingredients)
- platinum1 whey protein (whey milk protein powder high in BCAA and glutamine)
- Lcarnitine 100 00 (supplement for fat loss and weight reduction)

After successful launch, i was responsible for business development (B2B sales).

## First Mobile Affiliate s.r.o.

Online Marketing Manager

January 2012 - March 2012 (3 months)

## Fleming.

Digital Marketer

April 2011 - October 2011 (7 months)

- Regular analysis of the company website via Google Analytics, Google WebMaster Tools, Open Site Explorer.
- Keyword research, crawl tests, on and off-page analysis, rank tracking.
- Responsibility for market analysis, competition analysis and regular analysis of the corporate KPI in the digital area.
- Creating UI design for online payment system.
- Responsibility for set up the Google Analytics profile to all marketing executives and managers separately. Ability to measure all marketing leads via GA goals and funnels.
- Responsibility for implementation of new company website.
- Close cooperation with developing company and external partners to search for best solutions.
- SEO, WordPress, Google Analytics and Google AdWords training to both Fleming Europe and Fleming Gulf branches.
- Regular support on daily basis for marketing executives and managers of all Fleming Group branches (Bratislava, Kosice, Budapest, Dubai, Kuala Lumpur,

Pune, Bangalore in the online field, including the CMS support (Joomla and WordPress).

- Responsibility for both corporate websites (www.flemingeurope.com, www.fleminggulf.com) and corporate intranet.
- Regular measuring of all email campaigns. Helping marketers with creating HTML newsletter campaigns.
- Cooperation and communication with all Fleming Group departments to develop the best solution in the internet area.
- Regular creation of microsites for each Fleming Europe event.
- Responsibility for social media tools and bookmarks.
- Responsibility for PPC campaigns, creating landing pages, online surveys.

Main deliverables (from April 2011 to October 2011):

1. 100 % traffic increase on www.flemingeurope.com website.
2. Google PageRank increase from 0 to 5.
3. 18 % bounce rate decrease.
4. 12,5 % increase of generic search traffic through proper SEO strategy.

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Sales & Marketing Manager

May 2010 - December 2010 (8 months)

Main responsibilities :

- Active search and building new business contacts.
- Price offer creation including scope of work and time schedule based on client requirements.
- Identifying needs of potential clients and identifying possible improvements to existing clients.
- Communication with business clients.
- Preparation and management of business meetings.
- Providing feedback of the marketing strategy and customer communications to the company management .
- Active cooperation with colleagues (project management, PPC team, e-commerce team, CMS team, programmers) in searching for solutions to new and existing clients.
- Tracking of e-commerce parameters for clients and suggestions for improvements.

The largest completed acquisitions :

1. Complete e-shop solution made-to-measure built on CMS BUXUS for CLIOS s r.o., shop operator of www.brloh.sk.

2. Complete e-shop solution made-to-measure for company Krakvet Poland, e-shop operator of www.zoofast.sk, www.zoofast.cz, www.krakvet.pl including PPC campaigns and price comparisons.

www.e-muscle.sk

Co-Founder

February 2009 - February 2010 (1 year 1 month)

Gebrüder Weiss

Regional IT administrator

January 2004 - January 2009 (5 years 1 month)

Senec, Bratislava, Slovakia

- Responsibility for migration to GW SW and HW after the acquisition of the local Slovak transport company
- Responsibility for warehouse scanners integration within all branches in Slovakia
- Responsible for integration of mobile scanners for delivery couriers (via 3G network)

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## Education

Danubius University

B.S. - Bachelor's Degree, Public policy & Public government · (2007 - 2013)

Secondary vocational school in Senec

Upper secondary school examination, Business/Commerce, General