



## Beáta-Hajnalka Berecki

Beáta-Hajnalka Berecki is a Content Marketing Specialist with over 10 years of experience in the field. She has worked for several companies, including Codecool, CoSoSys, and Cambridge Centre Targu Mures. She is currently working as a Content Marketing Manager at Codecool. She is a native speaker of Romanian and English and has a strong background in content creation, marketing, and business development.

### WORK EXPERIENCE

#### Content marketing manager

*Codecool* [ 07/2022 – Current ]

Country: Romania

- \* Leading and managing the content marketing activities of 4 existing Codecool countries (Austria, Hungary, Poland, Romania), coordinating local Marketing Managers', Social Media Managers, and subcontractors' content-producing activities
- \* Content writing (mainly blog posts, newsletters, website copies, video scripts, etc.) on various topics (B2C & B2B)
- \* Managing SEO content and lead magnet creation; setting up email automatizations for lead nurturing
- \* Preparing all communication materials related to the merger of Codecool with Software Development Academy
- \* Coordinating international PR activities related to the merger
- \* Implementing B2B strategy & campaigns (LinkedIn, website, paid ads, videos)

#### Content marketing specialist

*CoSoSys (Endpoint Protector)* [ 11/2018 – 07/2022 ]

Country: Romania

- \* Creating in-depth original content for all online and offline channels (including newsletters, landing pages, blog articles, case studies, white papers, corporate videos, and marketing collaterals); proofreading and editing content before publishing
- \* Analyzing performance indicators and web traffic, identifying areas where the content requires improvement (SEO)
- \* Managing the editorial calendar and ensuring that the content remains consistent across all platforms; monitoring competition websites for new content development
- \* Working with the sales, product management, and customer success teams to create technical and high-value content
- \* Creating topic clusters, building internal and external links
- \* Managing freelancers and guest writers
- \* Collaborating with the Marketing Communications team and the Human Resources department to provide engaging content for the events dedicated to brand awareness
- \* Ensuring that tone-of-voice and brand character is reflected in all marketing collateral copy, as well as special projects

#### Marketing manager

*Cambridge Centre Targu Mures* [ 08/2017 – 11/2018 ]

Country: Romania

- \* Representing the Centre
- \* Direct promotion of English language courses and Cambridge exams in schools / high schools / universities / companies
- \* Coordinating, supervising, and evaluating the team of lecturers
- \* Coordination, supervision, and evaluation of the Centre's activities

#### Marketing & business development

*AB Initio Architects and Planners* [ 01/2017 – 07/2017 ]

Country: India

- \* Researching and analyzing information relevant to business development
- \* Conducting market, country, and topical research
- \* Accompanying international trade specialists on client meetings and process follow-up
- \* Copywriting
- \* Assisting with general office procedures, including data entry, trafficking calls, collating international packets, etc. (within the framework of AIESEC's Global Talent program)

August 2023  
Berecki

### Marketing manager

National Theater Targu Mures [ 02/2015 – 01/2017 ]

Country: Romania

- \* Developing the marketing strategy and creative campaigns
- \* Coordinating marketing campaigns and the communication channels of the institution
- \* Creation and publication of marketing materials
- \* Organizing events; scheduling shows
- \* Responsible for press relations and developing new partnerships
- \* Coordinating the marketing department

### PR manager (part-time)

TEDxTarguMures [ 02/2015 – 02/2017 ]

Country: Romania

- \* Organizing TEDx events
- \* Writing press releases, translating texts
- \* Building relationships with the press and the public
- \* Speaker selection process
- \* Reviewing/editing/coaching/mentoring speakers regarding topics and slides

### Office manager

Jakabffy Elemer Foundation [ 10/2009 – 06/2013 ]

Country: Romania

- \* Maintaining office services and office efficiency
- \* Digitizing documents

## EDUCATION AND TRAINING

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### Doctorate (PhD): Communication Studies

Babeş-Bolyai University [ 10/2016 – Current ]

Country: Romania

### Master's degree: Interactive Multimedia

Babeş-Bolyai University [ 10/2011 – 07/2014 ]

Country: Romania

### Bachelor's degree: Communication and PR

Babeş-Bolyai University [ 10/2008 – 07/2011 ]

Country: Romania

## LANGUAGE SKILLS

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Mother tongue(s): Hungarian

Other language(s):

#### Romanian

LISTENING C2 READING C2 WRITING C2  
SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2

#### Spanish

LISTENING B1 READING B1 WRITING A2  
SPOKEN PRODUCTION A2 SPOKEN INTERACTION A2

#### English

LISTENING C2 READING C2 WRITING C2  
SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1

#### French

LISTENING A2 READING A2 WRITING A1  
SPOKEN PRODUCTION A1 SPOKEN INTERACTION A1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

## DIGITAL SKILLS

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SEO, SEA, SEM, SOM and content creation / Google Tools (Google Trends - Google Analytics - Google Drive - Google Alert - Google Adwords) / Google (Google Drive, Google Docs, Google Slides, Google Sheets, Google Meets, Google Trends) / CRM Software (HubSpot, Zoho, Airtable, Dynamics CRM, Salesforce)

AUGUST 2023  
Bucuresti