

Orsolya Czintos

SENIOR MARKETING PROFESSIONAL

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PROFESSIONAL SUMMARY

I am a Senior Marketing Professional with over 15 years of experience in multinational B2B environment in the financial services industry. During my career I had the opportunity to develop a professional skillset to succeed on multiple fields of marketing and gain a holistic view of marketing's role in the corporate ecosystem.

Now I am looking to make my next career move at an organization, where marketing is at the heart of the company's present and future by driving growth to best serve and help their clients, while constantly thriving to become a better workplace for its employees.

SKILLS

CORE

Critical Thinker
Customer Focused
Assertive Communicator
Sound Work Ethics, Integrity
Highly Organized & Efficient
Resilient

LEADERSHIP

Strategic Mindset
Strong Partnering &
Relationship Building Skills
Collaborator & Team Player
Stable Emotional Control
Good Executive Presence
Efficient Influencer
Active Listener

TECHNOLOGY

Salesforce
Pardot
Microsoft Office
Certain
Highspot
ON24
Airtable
Basic HTML Programming
Google Analytics

WORK EXPERIENCE

PROFESSIONAL SABBATICAL

Self-employed / Budapest, Hungary / 2021

- Spent a nine-month long sabbatical on re-evaluating my career goals, developing new skills (like becoming a Certified Pardot Specialist and a Salesforce Trailblazer, refreshing my German language skills or learning about contemporary art), and recharging my batteries to regain balance in my professional, as well as personal life.

ASSET OWNER SEGMENT & SPECIAL PROJECTS MARKETING LEAD, VICE PRESIDENT

MSCI Inc. / Budapest, Hungary / 2020-2021

- Delivered a unique, trend-setter market report as a result of surveying over 200 asset owner executives (pension funds, defined contributions, insurers, etc.) globally, covering USD 18 trillion assets owned, followed by an omni-channel marketing campaign resulting in 18.7% conversion rate, 4.8% net new lead rate, with total campaign responses of 25,000+ over the course of 2 months.
- Formulated an integrated asset owner marketing strategy through developing segment-specific messaging and positioning, creating omni-channel programs, while being responsible for budgets, project management, KPI framework and results.
- Led the initiative of improving the efficiency of the marketing department by focusing on optimizing internal workflows with the help of a low-code cloud-based relational database platform (Airtable).

ASSET OWNER SEGMENT GLOBAL MARKETING LEAD, VICE PRESIDENT

MSCI Inc. / Budapest, Hungary / 2019-2020

- Oversaw an integrated global segment marketing strategy to establish MSCI as a thought leader for a niche client segment and drive growth. Identified the target audience's needs and initiated targeted programs for the asset owner segment (market size: USD 119 trillion).
- Successfully planned, managed and produced MSCI's first virtual Institutional Investment Client Conference with over 57% growth in attendance (66% attendance rate) compared to 2019.

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AWARDS

SPECIAL RECOGNITION FOR MARKETING SERVICES

MSCI Inc., 2013

RECOGNITION OF OUTSTANDING CONTRIBUTION TO MSCI BUDAPEST LOCAL COMMUNITY

MSCI Inc., 2012

GLOBAL RECOGNITION OF MSCI BUDAPEST OFFICE NEWSLETTER

MSCI Inc., 2011

VOLUNTEER

MEMBER OF THE EXECUTIVE DIVERSITY COUNCIL

MSCI Inc.

Global

2020-2021

CO-HEAD AND FOUNDING MEMBER OF THE BUDAPEST PRIDE CHAPTER

MSCI Inc.

Hungary / Global

2019-2021

REGIONAL CO-HEAD OF WOMEN'S LEADERSHIP FORUM

MSCI Inc.

EMEA

2018-2021

CHAPTER HEAD OF WOMEN'S LEADERSHIP FORUM BUDAPEST

MSCI Inc.

Budapest, Hungary

2017-2020

WORK EXPERIENCE CONTINUED...

INTERIM HEAD OF GLOBAL DIGITAL MARKETING, VICE PRESIDENT

MSCI Inc. / Budapest, Hungary / 2019-2020

- Led and managed a team of nine individuals globally.
- Ensured the global digital marketing team's operational continuity – supported marketing campaigns, product launches and firmwide initiatives, coordinated the design & brand activities, coached team members.
- Directed a full marketing infrastructure upgrade – formulated requirements, assessed potential solutions and led the implementation of a new content management system for MSCI's external websites within a 6-month timeframe. Achieved significant savings (1.5 million USD over 5 years) by convincing leadership of implementing a solution best fit for the maturity of the marketing organization.
- In parallel, played a key role in a successful and inevitable transition for MSCI from a product-focused approach to a solution-focused one, by delivering the digital and operational rebranding project as part of MSCI's new Value Proposition implementation campaign.

EMAIL MARKETING & MARKETING AUTOMATION MANAGER, VICE PRESIDENT

MSCI Inc. / Budapest, Hungary / 2014-2018

- Redesigned, enhanced and oversaw the corporate email communication and marketing automation strategy, which grew into the most efficient and best quantified marketing channel at MSCI.
- Accelerated the digital transformation of MSCI's marketing function by introducing a cutting-edge marketing automation software, Pardot. By integrating it with Salesforce CRMS, we managed to turn business and client data into never-seen-before insights to inform MSCI's tactical and strategic business decisions.
- Formalized measuring marketing effectiveness at MSCI by developing a comprehensive KPI framework for emails and marketing automations.
- Significantly improved the digital client experience by redesigning the onboarding journey and campaign experience.
- Increased overall campaign efficiency by introducing A/B tests and responsive email templates.
- Aligned the marketing processes to the strictest international data and privacy regulations (GDPR, CAN-SPAM).
- Achieved a 190% growth of the email list in 4 years.
- Optimized the segmentation strategy for an organically growing email list of 130,000+ organized into over 300 segments, used for over 1300 campaigns.
- Maximized email deliverability by rigorously maintaining the database and protecting MSCI's email sender reputation through authentication protocols and credible content.
- Established and headed the best-grounded team and function within marketing operations by recruiting, managing and nurturing a successful group of individuals.

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EDUCATION

MASTER OF INTERNATIONAL RELATIONS AND ECONOMICS

Corvinus University of
Budapest
Budapest, Hungary
2005-2008

BA IN ECONOMICS, ECONOMIC DIPLOMACY AND INTERNATIONAL MANAGEMENT

Budapest Business School
Budapest, Hungary
2001-2005

BSC IN BUSINESS ADMINISTRATION, STRATEGIC MANAGEMENT

Avans University of
Applied Sciences
Breda, The Netherlands
2003-2004

ABOUT ME

INTERESTS

Tennis Player
Arts Enthusiast
Diversity & Inclusion
Advocate
Global Traveller
Collects Pencils
Big Fan of Komodo Dragons

LANGUAGES

English & Hungarian - fluent
German - limited
proficiency

WORK EXPERIENCE CONTINUED...

ONLINE MARKETING MANAGER & DEPUTY E-MARKETING HEAD

MSCI Inc. / Budapest, Hungary / 2013-2014

- Created and executed a content strategy, which resulted in an increased number of website visitors.
- Streamlined the lead generation and nurturing processes. Improved the existing digital infrastructure to ensure a flawless integration with Salesforce.
- Became the company's go-to-person for online survey campaigns. Planned and implemented over 30 internal and client-facing online surveys.
- Improved email deliverability and response rates through the optimization of email template designs.
- Executed over 500 personalized email marketing campaigns.
- Analyzed and translated website analytics into actionable steps for website performance improvement.

EVENTS COORDINATOR & E-MARKETING COORDINATOR

MSCI Inc. / Budapest, Hungary / 2009-2012

- Managed online, onsite, and remote events (webinars, seminars, workshops, annual conferences) globally with the goal of efficient lead generation.
- Governed regular client email campaigns for an engaged audience of over 40,000.
- Coordinated rebranding campaigns for newly acquired companies and performed daily content management updates.

ADDITIONAL RESPONSIBILITIES

INTERNAL COMMUNICATIONS CONSULTANT, VICE PRESIDENT

MSCI Inc. / Budapest, Hungary / 2010-2020

- Fostered an ever-growing, highly engaged local office community by improving internal corporate awareness through local campaigns and launching a successful internal newsletter.
- Pioneered in establishing the company's employer brand in Hungary and the region in close collaboration with the Global Head of Offices.

PROFESSIONAL DEVELOPMENT

SALESFORCE TRAILBLAZER - MOUNTAINEER RANK/CERTIFIED PARDOT SPECIALIST

Salesforce / Trailhead, Credential ID: 22654802 / 2021

ACCELERATED LEADERSHIP DEVELOPMENT PROGRAM

MSCI Inc. / Budapest, New York / 2018-2019

WOMEN'S LEADERSHIP FORUM – LEADERSHIP DEVELOPMENT PROGRAM

MSCI Inc. / Budapest, London / 2017-2018

DIGITAL TRANSFORMATION/ DIGITAL MARKETING COURSES - BREAKTHROUGH SERIES

CEU Business School / Budapest, Hungary / 2015, 2016

DIGITAL ANALYTICS FUNDAMENTALS

Google Analytics / 2013