



B U L E J K A A L E X A N D R A

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1045-BUDAPEST, ANONYMUS U. 33

OBJECTIVE

Confident communicator with 10+ years of experience working in an international and multicultural environment. Good at building and maintaining positive relationship with customers and colleagues. Skilled in event planning, advertising, copywriting and managing (social) media campaigns.

EDUCATION

2012 - MASTER'S DEGREE
CORVINUS UNIVERSITY OF BUDAPEST

2008 - BACHELOR DEGREE
KODOLÁNYI JÁNOS UNIVERSITY

2008 - BACHELOR DEGREE
KODOLÁNYI JÁNOS UNIVERSITY

DRIVING LICENSE - A, B

Communication and Media Science
Organizational Communication

Communication and Media Studies
Faculty of PR and Commerce

English Language and Literature
Pedagogy

SKILLS

Outstanding communication ability
Computer savvy
Attention to detail
Problem solver
Strong organizational and planning skills
Open to continued learning
Have the ability to prioritize
Developing and implementing strategies

SOFTWARE

PeopleSoft
Workday
WordPress
Adobe Photoshop, InDesign, Canva
Microsoft Office
Google Ads/Facebook Ads
Facebook/Instagram/Twitter/LinkedIn
ISSUU
Indico

EXPERIENCE

COMMUNICATIONS MANAGER

Állatorvostudományi Egyetem
Jan 2020 - Currently

- Research, source, write, and edit engaging content to different platforms in English and Hungarian
- Act as a Social Media Manager on a daily basis
- Edit, create, upload content using WordPress site engine
- Attend events, conferences, fairs to make interviews, articles, social media posts, text and visual content
- Plan, oversee and manage the production of monthly newsletters for different target audiences
- Project management tasks: development of mobile app, FB chatbot, ambassador programs etc.

PR & COMMUNICATIONS CONSULTANT

Egészségfejlesztési Iroda és Járóbeteg
Szakellátó Központ - Rétság
2015 Sep - Currently

Fordulat Autósiskola
Feb 2012 - Feb 2020

S.O.S Autósiskola
Feb 2012 - Dec 2019

Vezetestechnikaicentrum.hu
Feb 2012 - Sept 2019

- Generate, edit, publish and share daily content on Facebook, Instagram, My Business etc. communicate with followers, respond to queries in a timely manner and monitor customer reviews
- Manage media relations and requests, write press releases, speeches and other PR copy
- Deliver presentations, act as a spokesperson
- Draft content and update company websites
- Draft and design leaflets, posters, newsletters, other publications
- Generate, run and analyse adverts on Facebook, Instagram and Google Ads, manage campaign expenses, staying on budget
- Capture, edit and publish photographs and video materials
- Build and execute social media strategy, maintain and expand social networking presence
- Analyze, review, and report on the effectiveness of campaigns- Identify trends and insights, and optimize spend and performance based on the insights
- Monitoring media, research public opinion and main competitors' activity

OFFICE & EVENT COORDINATOR MARKETING ASSISTANT ADMINISTRATIVE ASSISTANT

Prologis
Jan 2010 - Aug 2018

- Build and maintain good relationship with customers, investors, vendors etc.
- Support Marketing&Comms dept and agencies to provide press releases, oversee translation of media alerts, company brochures, other marketing materials
- Assist with the collation of information for promotional literature and production of marketing&comms materials
- Plan events from start to finish according to requirements, target audience and objectives - such as conferences, customer events, charity events etc.
- Support the onboarding process for new hires, assist in payroll preparation by collecting and providing data, process payment of employee benefits
- Source and negotiate with vendors and suppliers, select and manage new vendors to improve current practices
- Make travel arrangements, book transportation, make hotel reservations etc. Deal with occurring travel problems, refunds, insurances, provide credit card expense reports
- Maintain AP accounts in PeopleSoft, verify and approve vouchers
- Work closely with other departments (HR, IT, Finance, Leasing, Legal etc.) provide backup support

TEFL - ENGLISH TEACHER

Peregrinus Language School
2008 Sep - Dec 2009

- Plan, prepare and deliver lessons to a range of classes and age groups
- Prepare and set tests, examination papers and exercises
- Mark and provide appropriate feedback on oral and written work
- Devise, write and produce new materials, including audio and visual resources