

Hello,

my name is Diana László (Kósa), I'm a **marketing and communication professional** with strong track record in driving strategic initiatives and improving business processes.

I've **led cross-functional teams**, managed communication efforts, and executed marketing strategies, always with a focus on results and aligning projects with business goals. Living between Dunajská Streda and Dunaharaszti, I am looking for flexible opportunities **in Vienna, Bratislava, and Budapest.**

As a leader, I use a coaching style to inspire teams and encourage personal growth. I believe engaged employees lead to great customer experiences. I take a **holistic approach to marketing communication**, recognizing that well-functioning internal processes are the foundation of effective marketing — and with my experience in business process management I know how to set them up for success.

EDUCATION

2024

Ongoing: MBA IES London
Digital Marketing Digitálna Univerzita
Artificial Intelligence

2022

Marketing Strategy
Market Research and Consumer Behaviour
IE Business School

2017

Leadership trainings
Lean management
Business English

2011

Marketing communication
Faculty of Arts, Constantine the Philosopher
University in Nitra – master degree

2010

div. Graphic design
(Adobe Illustrator, Photoshop, InDesign,
Corel Draw, PRO 100, Google Sketchup)

2006

Economics and Accounting
Commercial College
Veľký Meder

COMPUTER SKILLS

Ms Word (PP, Word, Excel)
SAP (on key user level)
Adobe (Ps, In, Ai)
AI - ChatGPT, Midjourney
GA4+GTM+Google Ads

Lotus Notes / MS Outlook
Sharepoint, Yammer
PRO 100, Google Sketchup
Wordpress, Canva
Mailchimp, Meta



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SKILLS

coaching leadership style
good communication skills
creative thinking
digital marketing
structured way of working
networking
proactive
organization
desire to learn new things
analytical thinking
emotional intelligence

LANGUAGES

Hungarian (native speaker)

Slovak (advanced)

German (very good)

English (very good)

CAREER PATH

Company: NEXACON MARKETING SOLUTIONS

Founder and Strategic Marketing Coordinator

[2024 starting]

- Launching a company specializing in strategic marketing approach and employer branding. Services: social media mngt, graphic and web design, HR marketing, external marketing consultant.

Projects:

- **JOER Interiér:** Managed comprehensive marketing coordination and introduced a new B2B project focused on engaging carpenters and expanding partnerships in the interior design sector.
- **Signum Slovakia & Signum Pools:** Led marketing efforts to celebrate the 15th anniversary, including event management, social media campaigns, and promotional content creation to strengthen brand image.
- **Assisztencia KFT - FESSH 2023 & 2024:** Designed and executed marketing materials and event communication strategies for the prestigious international medical conferences, enhancing their professional presentation.

Company: WACKER NEUSON, s. r. o.

Marketing and Business Process Manager

[2023 May - 2024 Sept]

- **Implementation the global marketing strategy** to regional market, developing local communication plan acc. to the corporate marketing strategy.
- Optimizing and streamlining processes, creating actionable reports, driving human resources initiatives, and leading the overall marketing strategy.
- Involvement in strategic decision-making and the day-to-day management of our company.
- Seeking new solutions to improve processes, reduce work time, and enhance operations' efficiency

Company: SCHINDLER ESKALÁTORÝ, s. r. o.

Customer Care and Communications Manager

[2020 - 2021]

- Supervising a team of 15 customer care coworkers responsible for managing and executing orders, packaging, and delivering spare parts primarily to the European market, to the USA and Asia.
- Monitoring and resolving customer inquiries, implementing strategies to improve **the customer experience and satisfaction**.
- Successfully improved KPIs including NPS and on-time delivery for new and existing installations.
- Achieved a 20-point increase in NPS within 1 year. OTD **significantly improved** and exceed the target.
- Leading a **cross-functional team** responsible for **internal and external communications**.

Executive Coordinator and Communication Resp.

[2018 - 2020]

- Provided **proactive support** to the CEO regarding strategic activities. **Involvement in strategic decisions**, rough planning, budget preparation, and organization development. Prepared reports, analyses, and presentations on strategic topics.
- **Worked on own projects**, process optimization and business development. Organized workshops, facilitated focus group interviews, and initiated an **Employer Branding project**.
- Led internal and external communication activities in the region, including managing communication plans and executing marketing initiatives.

Production Control Manager

[2014-2018]

- **Monitored and controlled production processes** to ensure high-quality products were produced on time and with the best possible efficiency.
- Implemented a **capacity planning tool**
- Reported on production-related KPIs, including on-time delivery (OTD), produced units, efficiency, productivity, and actual time recording.
- Served as a **key user for SAP Production**.

Project management - Business process owner

[2011 - 2012]

- Defined, implemented, and coordinated the Missing Parts Management process

PRIVATE ENTREPRENEURSHIP - SZČO

since 2009

- Marketing, Event organization, Graphic Design

WORK EXPERIENCE

- Strategic marketing planning and coordination
- Project mngmt, facilitation, focus group interviews.
- Organization development and management.
- Data analysis (Capacity planning tool, Production dashboard, div. reports)
- Employer Branding - communication activities to engage employees and attract new talents.
- Event organization - workshops, conferences, exhibition.
- Internal and external communication (intranet, newsletter, company magazin, PR articles)
- Digital Marketing, Social Media Management
- Leadership - coaching style, mentoring.
- Key user in SAP transition.
- Budgeting, rough planning, target setting