



# ALEXANDRA TÓTH

Senior Digitalization & Communication Specialist,  
Sub-Regional Guild Lead -Vendor and Asset Management

## PROFILE

With over 10 years at BASF, I've been highly motivated in various roles, driving digitalization, communication, and CSR activities. My passion lies in making a positive impact, and I'm dedicated to using my skills to lead and inspire change. I am adaptable and self-assured while collaborating with individuals at all corporate levels, even in high-pressure environment. My expertise and skillset are aligned to support an organization's objectives, facilitating its ascent to greater heights. My unwavering commitment to making a positive impact through my work is my guiding principle.

## PHONE

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## EMAIL

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## PROFESSIONAL EXPERIENCE

### Communication Specialist

BASF Hungária Kft.  
Jun 2022 – Present

- Develop and implement a communication strategy that includes media outreach and social media content creation.
- Research and write press releases, and content for the company website, newsletters, and social media platforms.
- Arrange and coordinate press conferences and events.
- Work with key internal role-players to brainstorm content ideas, in line with the company's strategy and in support of various brand initiatives.
- Build and maintain relationships with journalists and key external role-players.
- Aligning communications and promotional activities with business goals
- Communicating processes, strategies and outcomes with executives and stakeholders
- Developing and publishing press releases, case studies or business proposals
- Organizing and coordinating events and public appearances for the company
- Planning and initiating communications and promotional campaigns
- Giving presentations and educating teams, executives, shareholders and the public about company news, updates, sustainability and CSR initiatives
- Planning, implementing, and monitoring internal communication programs in support of the mission, values, goals and objectives of the company,
- Coordinating CSR activities, creating and distributing internal and external communications such as newsletters, emails, and social media posts, as well as organizing employee engagement programs and events that promote sustainability and CSR practices within the company,
- working closely with other departments to ensure that sustainability and CSR messages are aligned with the company's overall goals and values.

### Senior Digitalization Specialist

BASF Hungária Kft.  
Jun 2020 – Present

- Driving digitalization by consulting business and service units
- Communication of digital strategy initiatives
- Responsible for the implementation of the digital strategy initiatives
- Business Partner Digitalization to the Managing Director and the Head of Digitalization
- Onsite workplace and infrastructure management
- 1st contact point for digitalization
- Business Applications and demand management -gathering user demand and consulting possible solutions, supporting business applications locally, providing and managing life cycle of local application solutions
- Implementation of local and regional projects, supporting the roll-out of global projects, conducting training sessions for stakeholders

### Sub-Regional Guild Lead -Vendor and Asset Management

BASF Hungária Kft.  
Feb 2019 – Present

- Technical coordination, result-oriented control, and the conceptual further development of the of Regional Vendor Management Team in the Eastern-Europe region (9 countries),
- Implementation of a uniform and goal-oriented performance management,
- Continuous review of current processes and identification of new opportunities,
- Defining, directing and supervising the team's goals and operations,
- Managing delivery of specific services,
- Conceptual work and support the design and implementation of improved processes and services,
- Managing relations with key internal stakeholders and communicate changes across the organization.

## **Internal Communication Specialist**

BASF Hungária Kft.

May 2016 – Jun 2022

- Provides writing, editing and research support for print, web & intranet projects, and other communication projects as directed including publications, media relations and internal communications.
- Plans, implements and monitors communication programs in support of the mission, values, goals and objectives of the company,
- Works on planning and development of projects in a variety of different medias.
- Works with Director as needed in supporting media efforts including positive coverage, crises response,
- Works with team to develop social media content for the company,
- Assists in the development and implementation of communications strategies to internal audiences.
- Supports department leaders in other communications projects as needed, including internal and external events.
- Communicates project updates and plans with key stakeholders internally,
- Performs updates to the company's Web sites and Intranet sites,
- Develops effective working relationships and maintains good communication internally and across the organization.
- Performs other related duties as assigned or requested.

## **IS Service Desk Operations Specialist**

BASF Hungária Kft.

May 2016 – Jun 2020

- Workplace and infrastructure support:
  - The support of local and remote users,
  - Implementation of local projects,
  - Issue management and ticket monitoring,
  - Support for rolling-out global projects
  - Support for Business applications
- Business enablement support:
  - Manage expectations and reactions to change,
  - Orchestrate local changes,
  - Inform colleagues about change impacts,
  - Organize and coordinate training's
- Purchasing IT equipment (in collaboration with procurement department)
- Vendor management
- IT transfer coordination
- Cost monitoring

## **IT Officer**

BASF Hungária Kft.

Nov 2011 – Apr 2016

- Local service desk activities, user support
- incident and change classification, solving, analysis

- Administrative tasks: e.g. asset storage management, administration of mobile services, etc.
- Vendor management
- IT transfer coordination.
- Daily supports to end users and perform help-desk function
- Daily server operations, network maintenance and monitoring
- Server & network device configuration and documentation
- Hardware and software asset management
- Prepare user guidelines for system operations and maintenance
- Assist in any ad-hoc projects assigned

## Office Assistant

BASF Hungária Kft.  
Jan 2007 – Nov 2011

- Handling incoming calls and other communications.
- Managing filing system.
- Recording information as needed.
- Greeting clients and visitors as needed.
- Updating paperwork, maintaining documents, and word processing.
- Helping organize and maintain office common areas.
- Performing general office clerk duties and errands.
- Organizing travel by booking accommodation and reservation needs as required.
- Coordinating events as necessary.
- Maintaining supply inventory.
- Maintaining office equipment as needed.
- Creating, maintaining, and entering information into databases.

## ORGANIZATIONS

### Chair of the Works Council

BASF Hungária Kft.  
Mar 2017 – Present

- Representation of BASF Hungaria's employees, continuous consultation with the local management and stakeholders
- Coordinating the work of the Hungarian works council members
- Representation of the CEE region at the European Works Council meetings, consultation with the Board of Directors on expected measures and projects
- Supervising the work of the works council to comply with the requirements of Hungarian law
- Informing the employees in a regular basis about the achievements and work of the council

## EDUCATION

### Kodolányi János University Budapest

Faculty of International Management

***International Relations Expert (BA)***

Nov. 2021 - Present

### Pázmány Péter Catholic University Budapest

Faculty of law

***Lawyer***

Sep. 2007 – Jun 2011

### Schola Europa Academia, Budapest

***Legal Administrative Assistant***

Sep 2005 – Jun 2007

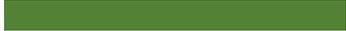
## LANGUAGE

**Hungarian** - Native

**English** - Professional

**German** - Low intermediate level

## KEY SKILLS

<b>Communication and Presentation</b>		80 %
<b>Ability to Work Under Pressure</b>		90 %
<b>Effective Time Management</b>		80 %
<b>Leadership Skills</b>		90 %
<b>Ability to Work in a Team</b>		100%
<b>Ability to Multitask</b>		90 %
<b>Adaptability</b>		100%