

PETER KENDERES

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I am a marketing specialist with extensive experience in event management, corporate marketing, and client relations across multiple industries. Over the years, I've developed expertise in executing high-profile events, managing digital platforms, and driving marketing strategies for leading brands.



EXPERIENCE

2022 – PRESENT

MARKETING SPECIALIST, YAMAZAKI MAZAK CENTRAL EUROPE

- Manage the Hungarian, Romanian, Slovenian, Croatian, Bosnian, Serbian, and Bulgarian markets.
- Handling budget management and developing annual communication plans.
- Create event and campaign concepts, overseeing new product launches.
- Manage digital platforms and localized marketing content.
- Support our dealers in their communication strategies

2021 – 2022

MARKETING SPECIALIST, CARL ZEISS VISION HUNGARY

- Implemented marketing campaigns for the Hungarian market and managed social media channels.
- Developed creative campaigns, coordinated with the HQ in Germany, and launched new products.
- Organized company events and localized POS/sales support materials.
- Supported Eye Care Professionals (ECPs) with digital enablement and EEU marketing activities.

2016 – 2020

SENIOR EVENT MANAGER, BO – LIVE BRANDING AGENCY

- Worked closely with clients to develop creative, live communication concepts.
- Managed projects from briefing to invoicing, using CRM and project management tools.
- Led complete event organization and coordinated teams.
- Conducted marketing campaigns and ensured client satisfaction.

2015 – 2016

BRAND MANAGER, CASETRADE LTD.

- Launched Guidepost.hu webshop and managed its daily operations.
- Handled athlete, influencer, and YouTuber collaborations.
- Designed and executed company event appearances and coordinated brand communication.
- Developed annual online and offline marketing strategies.

2014 – 2015

CLIENT SERVICE DIRECTOR, MEEEX AGENT LTD.

- Coordinated incoming tenders and managed sponsor appearances for major events like PlayIT, Snowattack, and Sziget.
- Founded the MEEEX Lounge University Collaborations program.
- Organized product premieres for Xbox One, Gears of War, and Kinect.

2012 – 2014

ACCOUNT MANAGER, MEEEX AGENT LTD.

- Managed the Nokia Field Sales Force team (120+ members) and coordinated promotional events.
- Led the international headliners' coordination for the Snowattack Festival.
- Fulfilled sponsorship agreements on-site.

2010 – 2012

JUNIOR ACCOUNT MANAGER, MEEEX AGENT LTD.

- Coordinated national Xbox 360 kiosk maintenance and inventory management.
- Managed Windows 7 launch campaigns and organized the Kinect for Xbox premiere.

SKILLS

- Client coordination
- Event & Brand management
- Project management
- Team coordination
- Marketing communications
- Social Media marketing

LANGUAGES

- English – fluent business language skills
- German – conversational level

INTERESTS (A FEW OF)

LEGO, cooking, DIY, hiking, swimming, photography, automotive industry, motion pictures production, motorcycle building