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Ózd, 3600, Hungary

SKILLS



PERSONAL DETAILS

Date of birth
03 Nov 1975

Nationality
Hungarian

Marital status
married

DRIVING LICENSE

Driving license
B

LANGUAGES



Zsolt Pásztor

IT & MARKETING MANAGER

ABOUT ME

Experienced remote Regional SEO Manager with strong digital strategy, analytics, and self-directed problem-solving skills. Actively expanding into IT through Ethical Hacking, Active Directory administration, and AI tools. Eager to bring my adaptability, learning mindset, and commitment to results to your team. Please review my resume and contact me as soon as you can. Kind regards.

WORK EXPERIENCE

- Regional SEO manager (remote, current)
Mediaworks Hungary Zrt. / Budapest, Ózd / Feb 2025 - Present
- Managed onsite and off-site SEO tasks to support organic visibility and search performance across the website.
 - Edited and added SEO recommendations for article editors directly in the company CMS using its SEO plugin, helping align content with search best practices.
 - Conducted keyword research and competitor analysis using Ahrefs to inform content and SEO priorities.
 - Monitored organic traffic trends with Ahrefs and Semrush, and tracked performance daily through Google Search Console and Google Analytics.
 - Reported SEO tasks, updates, and progress through Jira and Windows chat to maintain clear communication and workflow coordination.

- SEO manager assistant (remote)
Infinetrix Kft. / Ózd / Aug 2022 - Dec 2024
- Completed onsite and off-site SEO tasks for an international advertising platform, supporting overall search visibility and performance
 - Managed social media and Twitter marketing initiatives using Loomly to create and schedule engaging posts
 - Updated and maintained website content through CMS platforms, ensuring content was organized and SEO-friendly
 - Supported link-building activities by contacting link partners and assisting with outreach efforts
 - Monitored organic traffic daily using Ahrefs, SEMrush, and Google Search Console to track SEO performance
 - Conducted SEO audits and identified technical issues to help improve website search engine optimization
 - Assisted with technical troubleshooting by identifying click-related errors such as JavaScript and HTML issues using Mouseflow and Microsoft Clarity

- Information and communication systems technician
Bild Elektro Kft. / Ózd / Apr 2022 - Aug 2022
- Performed online marketing tasks to support digital visibility and campaign execution.
 - Managed the Zoho CRM business management system, including troubleshooting, integrations, and communication with Zoho support in English.
 - Detected and resolved minor IT issues related to hardware, software, printing, cabling, and Wi-Fi connectivity.
 - Built and managed WooCommerce and Shoprenter eCommerce stores, including website management and content updates.
 - Supported SEO activities and handled Google Ads and Facebook Ads campaigns.
 - Researched, searched, and purchased domain names for online projects.

- Marketing manager (remote)
Intenset Kft., Onixcom, Webcafe / Ózd / Jan 2015 - Mar 2022
- Managed WooCommerce and Shoprenter webshop CMS operations, including product uploads, content updates, and ongoing website administration
 - Wrote and uploaded articles, applying Yoast SEO and other on-page SEO best practices to support search visibility
 - Executed on-site and off-site SEO tasks, including SEO settings for Shoprenter and coordination with domestic and international price comparison sites
 - Managed product feeds and XML product listings, synchronized them with the website, and resolved technical issues in collaboration with Shoprenter customer support
 - Set up, managed, and optimized Google Ads and Facebook Ads campaigns, including the creation of ad graphics
 - Maintained company correspondence and communication with internal stakeholders and external partners
 - Prepared and sent eCommerce reports to management and participated in monthly meetings at the head office
 - Managed Google Search Console and Google Analytics, including code insertion, conversion tracking, and analysis of organic traffic and eCommerce SEO performance

- Freelance marketing manager
Upwork, Freelancer / Ózd / Jan 2007 - Dec 2014
- Completed SEO, SEM, online marketing, and administrative tasks across freelance platforms, including Upwork and Freelancer
 - Supported marketing-related activities by applying search engine optimization and search engine marketing practices to improve online visibility
 - Managed routine platform-based administrative responsibilities while maintaining a professional and organized freelance workflow
 - Adapted to diverse client requirements and project needs within online freelance marketplaces
 - Contributed to the delivery of digital marketing support services in a freelance environment

- Construction worker
Carpentry / Toronto / Apr 2001 - Dec 2006
- Performed general construction tasks in support of project progress and site operations
 - Assisted with installation work, following instructions and maintaining attention to detail
 - Supported team members with material handling, preparation, and basic site organization
 - Worked in a factory environment, contributing to efficient day-to-day production tasks
 - Followed workplace safety procedures and maintained a clean, organized work area
 - Adapted to different job duties across construction, installation, and factory work settings

- Security guard
Borsodchem Kft. / Budapest, Kazincbarcika / Feb 1997 - Mar 2001
- Completed mandatory military service in Hungary, building discipline, reliability, and strong respect for procedures and authority.
 - Successfully completed a security guard course after military service, preparing for responsibilities in the security profession.
 - Worked as a security guard, applying vigilance, professionalism, and adherence to safety protocols in daily duties.
 - Monitored assigned areas and supported the protection of people, property, and premises in line with security requirements.
 - Responded calmly to routine security situations and maintained a steady, observant presence throughout shifts.

EDUCATION

High school diploma
Irinyi János Secondary Technical School / Kazincbarcika / 1995

Graduate and water management technician certificate.

COURSES

Ethical hacking
Udemy / Jan 2025 - Present

Active Directory administration
Udemy / Jun 2025