




# MARK SARKADI

 marci.sarkadi@gmail.com

 +36 20 314 23 07

## Digital Marketing

Google Analytics, Google ads  
Meta Business, LinkedIn  
Campaign Manager,

## Marketing Technology

Active Campaign, Mail Chimp,  
Zapier, Meta pixel / datasets,  
Google Tag Manager

## Artificial Intelligence (AI)

ChatGPT, ChatBotBuilder

## Web Design

Wix, Wordpress, SEO, UI/UX

## Video editing

Adobe Premier, After effects, Final  
Cut Pro

## Graphic Design

Adobe Illustrator, Photoshop,  
Indesign, Canva

## Reporting & communication

Microsoft Teams, Excel, Word,  
PowerPoint, Outlook  
Numbers, Pages, Keynote

I am an AI marketing specialist & prompt engineer with a passion for new tech, storytelling and the 80'S retro style.



## Work experience

### Freelance Graphic & Web Designer

I had the privilege to work with many different companies in a huge variety of fields, from engineering to truism. I was able to get a taste of everything when it comes to graphic design, by helping clients build and nurture their brand and brand identity. This included logo and complete brand design, web design, social identity design, flyers, billboards, posters, newsletters, concert tickets, brochures, booklets, packages and literally everything else that the design world has to offer.

### Art Director - Kraft Engineering Group

Kraft is a group of companies all active on the field of engineering and electromechanics. I started working with them in 2019. My task as an Art director was to work closely with the marketing team and guide other designers on creating corporate presentations, reports, brochures and booklets (containing technical and visual data of the companies), and editing image / promotional videos, featuring projects.

### Digital Marketing Specialist - Kodabit

Kodabit is a digital marketing agency startup founded in 2020. I joined the team in 2021. We are active on the B2B filed. Our goal is to help clients generate leads, drive sales, mature their marketing activities and bring the best out of their budget. To achieve this we leverage market technologies, artificial intelligence and automations to track everything. We build always on marketing systems with automated event and newsletters management, establish a diverse and active presence on different social platforms, constantly run paid LinkedIn and Meta campaigns and nurture organic growth.

### Prompt Engineer

I was always passionate about AI even before ChatGPT came out and changed everything. I have been working with ChatGPT as a prompt engineer since its beta launch and use AI to generate content, help with SEO, and build custom ChatBots for businesses, based on their own data and knowledgebase.



## Studies

2019 Budapest Business School - **Economist in commerce and marketing (English)**

2017 Soter Line School of Art and Design - **Graphic designer**

2017 Hungarian National Animation Studio - Animation and motion designer

2012 UMSZKI Bilingual secondary school (German)

**English C1** - close to native

**German C1** - fluent