

Ildi Amon

Senior Marketing and Communications Specialist

Content Creator · Journalist · Investigator

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WORK HISTORY

2021-2022

Complytron (Budapest, Hungary)

Head of Marketing and Content

Complytron is a high-risk names and URLs database that helps risk analysts spot risks like sanctions and politically exposed people.

RESPONSIBILITIES:

- Website redesign incl. mapping, UX and copywriting
- Content creation
- Managing LinkedIn bot, which is used to contact prospects directly

RESULTS:

- Contributed to winning the Google Digital News Innovation investment
- One of the communications initiatives I implemented resulted in contact with the company that would go on to buy the start-up

2017-2021

Saatchi & Saatchi (Budapest, Hungary)

Senior Content Creator and Senior Copywriter

Saatchi is a globally-known advertising agency and we worked closely with P&G clients based in Geneva.

RESPONSIBILITIES:

- Recruiting and coaching a team of in-house and freelance copywriters
- Content creation for several markets (US, UK etc.)
- Editing all content output and ensuring it met SEO requirements
- Establishing brand and SEO content guidelines
- Optimising content processes until we had it down to a fine art
- Site audits and content gap analysis
- Training and SEO knowledge-sharing across brand teams
- Briefing in and project managing graphic designers
- Other responsibilities: Editing and writing in-app 1:1 communications, email newsletters, website and app micro copy. This role also included taking part in design sprints and helping to map app user flows.

RESULTS:

- The team I led wrote content that attracted more than 2.5 million users a month
- More than 50% of leads came from organic search and clicks on our content

- 2016 **KPMG (Budapest, Hungary)**
Senior Intelligence Analyst
- Research and analyse risk factors relating to individuals and entities on behalf of KPMG's clients (risk includes, sanctions, political exposure, adverse press, legal issues, suspect business practices)
 - Write enhanced due diligence reports covering the above
- 2014 and 2015 **We Love Budapest - English (Budapest, Hungary)**
Managing Editor
- RESPONSIBILITIES:
- Managing a small team of in-house and freelance writers
 - Content planning and strategy
 - Briefing in and editing stories
 - Establishing the site's social media presence
 - Google and Facebook analytics
- Results
- Huge growth in social media followers and site users/sessions
- 2012 and 2013 **SBS Radio World News (Melbourne, Australia)**
Journalist
- Writing and producing radio/online packages, interviews and news stories
 - Tracking down talent for interviews/quotes
 - Covering breaking news, monitoring the wires and sub-editing the morning bulletins as the overnight desk editor
- 2009 **Australand (now Frasers Property) (Melbourne, Australia)**
Marketing Coordinator
- Coordinating marketing initiatives and budgets for apartment developments
 - Analysing target markets
 - Briefing creatives and reviewing creative work
 - Helping to achieve cost savings through a signage tender
- 2007 and 2008 **Amoveo (Melbourne, Australia)**
Marketing Coordinator
- Creating brand guidelines, and writing promotional materials, company documents and tender submissions

FREELANCING

I have 15+ years experience as a freelance copywriter, editor and translator. Clients range from small businesses and start-ups to globally recognised brands. Industries I've freelanced for include tech, construction, FMCG, auto, major sporting events and more.

QUALIFICATIONS

Masters of Journalism, RMIT University, 2012

BA (Media and Communications), University of Melbourne, 2007

High School Certificate (98.3%), MLC, 2004

SHORT COURSES

Doing Data Journalism, European Journalism Centre (online), 2014

Foreign Correspondent Training, Transitions Online (Prague), 2014

Volunteer at the International Journalism Festival (Perugia), 2014

Journalism practicum placement at Metro TV (Jakarta), 2013