

ZOLTÁN PANNON

MARKETING AND BUSINESS DEVELOPMENT LEAD

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PROFESSIONAL EXPERIENCE



Founder, [Saját szobor](#)

January 2026 -

- Built a premium custom sculpture and 3D memorial venture from concept to market, including brand positioning, product offering, pricing strategy, quotation processes and operational framework.
- Defined premium brand positioning and communication strategy through competitive benchmarking, customer insight analysis and visual identity development.
- Designed and developed a conversion-focused website with integrated customer journey, lead generation structure and sales funnel architecture.
- Led end-to-end product development of custom sculptures using 3D modelling and visualization workflows, transforming customer-submitted photographs into manufacturable product concepts.
- Developed B2C and B2B business development processes, including partner acquisition, pricing strategy, quotation workflows and customer relationship management.
- Directed business operations across product development, marketing, website management, customer communication and partner relations.
- Executed SEO and content marketing initiatives to improve online visibility, support inbound lead generation and strengthen brand awareness.
- Delivered a digital growth project for an engineering-sector partner by developing its website, optimizing Google Business Profile visibility and strengthening online reputation, contributing to a 34% revenue increase.

Marketing and Business Development Lead, [Villbau Ltd.](#)

September 2025 - December 2025

- Built a structured growth operations framework using Asana-based project tracking, responsibility mapping, and cross-functional follow-up, coordinating priorities across C-level leadership, sales, and technical teams to improve project transparency and execution accountability.
- Restructured the CRM partner database by removing inactive and outdated contacts, creating a cleaner foundation for targeted email outreach and campaign execution.
- Defined KPI frameworks and measurement points across leads, conversions and campaign efficiency, and introduced weekly KPI-based performance reporting to align marketing priorities with business objectives.
- Led email marketing campaign strategy supporting industrial and corporate communication initiatives, using HubSpot/Brevo-style campaign logic, targeted content, A/B testing and data-driven optimization to improve campaign effectiveness.
- Developed a refreshed corporate identity guideline and LinkedIn presence framework, and coordinated with a web developer on website structure, content architecture, and visitor journey optimization to strengthen digital brand positioning.
- Coordinated supplier communication with an international partner regarding product portfolio expansion, gathering product intelligence and supporting internal evaluation for new business opportunities.
- Acted as a cross-functional growth operations lead, bridging C-level strategy, sales priorities, technical execution, and external partner coordination to drive structured execution of strategic growth initiatives.

Marketing Manager, [Magyar Vagon Ltd.](#)

October 2024 - April 2025

- Led and coordinated cross-functional marketing operations across campaign management, [corporate communication](#), employer branding, professional events and stakeholder coordination within a B2B railway manufacturing environment.
- Planned and managed the annual marketing budget and yearly marketing activity plan, applying a strategic, ROI-focused approach across campaigns, trade fairs, exhibitions and operational marketing activities.
- Introduced Asana-based project management and workflow optimization across marketing, communication and business development initiatives, improving project visibility, task ownership and deadline management.
- Developed sales and growth strategy elements aligned with long B2B sales cycles, supporting funnel analysis, stakeholder engagement and lead-to-sale conversion improvement.
- Designed and implemented a comprehensive corporate branding and brand positioning system, developing updated identity materials, LinkedIn communication directions and visual guidelines across digital, print, trade fair and internal channels.
- Managed digital marketing and performance tracking activities using Google Analytics, Google Ads, Meta Ads and reporting dashboards to support data-driven marketing decisions and professional B2B communication.

-Applied customer and partner value-based segmentation approaches to identify high-potential B2B opportunities, supporting targeted acquisition priorities and improving marketing ROI.

Marketing Specialist, [MÁV Vagon Ltd.](#)

October 2023 - October 2024

-Expanded responsibilities beyond [industrial design](#) by completing a [degree in marketing economics](#), transitioning into marketing coordination with a unique ability to bridge technical product knowledge and customer-facing communication.

-Supported marketing and sales campaigns for passenger rail vehicle concepts, contributing to improved communication of second-class, business-class, and bicycle-friendly rail solutions to internal stakeholders and professional partners.

-Developed UI design concepts for premium business-class passenger interfaces, supporting the visualization and communication of next-generation passenger experience improvements.

-Prepared visual communication materials and supported brand consistency across campaigns, presentations, and product-related content, combining Adobe-based design skills with digital marketing capabilities gained alongside MSc studies in Marketing.

Marketing Coordinator, [MÁV Vagon Ltd.](#)

October 2021 - October 2023

-Coordinated inbound and outbound meetings across marketing, sales, design, and technical teams, supporting campaign preparation, stakeholder alignment, and senior management presentation materials.

-Contributed to [product and service positioning](#) for [rail vehicle concepts](#), translating technical features into clearer customer- and business-facing messages to support passenger experience communication.

-Improved workflow clarity, stakeholder coordination and follow-up efficiency across design and marketing-related projects, supporting smoother collaboration between technical, product and communication teams.

-Led corporate visual identity development, [ensuring brand consistency](#) and harmonization across communication channels, presentations, and product-related materials.

Industrial Design Engineer, [MÁV-START Plc.](#)

December 2018 - October 2021

-Developed [driver cabin design](#) concepts aligned with TSI-related railway interoperability requirements, focusing on ergonomic layout, functional usability, and visual coherence for passenger rail vehicle applications.

-Designed [first-class](#), business-class and second-class railway interior concepts, including bicycle transport sections, passenger sanitary units and circulation areas, balancing passenger experience, usability, accessibility and passenger flow.

-Prepared product visualization and design presentation materials using Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro, Autodesk Fusion 360, Autodesk Inventor, Blender and 3D visualization workflows.

-Contributed to the design and product development phase of a [Red Dot Design Award-winning project](#), supporting visual concept development, product presentation, and design showcase materials.

EDUCATION

MSc in Marketing

Budapest University of Technology
and Economics

September 2022 - June 2024

**BSc in Industrial Product & Design
Engineering**

Óbuda University

September 2014 - January 2018

LANGUAGES

Hungarian — Native

English — C1 Advanced

Italian — B2 Upper-Intermediate