



BORBALA JARMY

MARKETING MANAGER

PROFESSIONAL SUMMARY

Results-driven Marketing Manager with 10+ years' experience across B2B, B2B4C, and retail, spanning manufacturing, automotive and FMCG industries. Proven track record of delivering 6-10% year-on-year sales growth through data-driven, multi-channel marketing strategies with a strong focus on lead quality, conversion optimisation, and marketing ROI. Bringing international experience and deep knowledge of the Australian market, I combine strategic leadership with hands-on execution, leveraging AI-powered tools, advanced analytics, and emerging marketing technologies to deliver high-performing, future-ready campaigns.

WORK EXPERIENCE

MARKETING MANAGER

May 2019 - Present

Central Coast Automotive - Gosford NSW

- Report directly to the owner, leading national marketing strategy and operations for 10 automotive brands, including prestige and EV marques, with full accountability for a \$920K annual budget.
- Set and execute integrated, multi-channel marketing strategy across digital and traditional channels, driving brand growth, demand generation, and sales pipeline performance.
- Own performance governance and optimisation, delivering consistent month-on-month improvements in conversion efficiency and ROI.
- Provide executive-level reporting and insights to support owner-led strategic and investment decisions.
- Deliver material commercial impact, reducing cost per qualified lead by 83% (\$123 → \$21), increasing conversion by 163% (0.8% → 2.1%), sustaining 400-500 leads/month, and generating \$5M in attributed annual sales.



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Central Coast NSW - Open for Sydney Hybrid and Remote roles



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EDUCATION & PROFESSIONAL DEVELOPMENT

BSC & MSC OF BUSINESS MANAGEMENT - FOCUS ON INTERNATIONAL BUSINESS & MARKETING
2003 - 2009

Budapest University of Technology & Economics

RECENT PROFESSIONAL DEVELOPMENT:

- AI in Marketing | University of Virginia (Sep 2023)
- Google SEO Fundamentals | UC Davis (May 2022)
- Marketing in a Digital World | University of Illinois (Sep 2020)
- B2B Marketing Leaders Forum APAC | Sydney (May 2018)
- Strategic Marketing Planning and Marketing Controlling Workshop | Vienna University of Economics (2012)

NATIONAL MARKETING MANAGER

Jun 2017 - May 2019

Geberit Pty Ltd. - Sydney, NSW

- Led national B2B marketing strategy for a Swiss-headquartered manufacturer, overseeing an \$850K annual budget across trade (plumbers, builders) and architectural segments.
- Defined and executed integrated marketing initiatives supporting the end-to-end customer journey, spanning digital channels, trade media, and industry events.
- Directed go-to-market strategies for new product categories, including trade show launches, technical content, and installer/architect engagement programs.
- Delivered data-led insights through analysis of customer behaviour, campaign performance, and pipeline contribution to guide strategic decisions.
- Managed and influenced local and global stakeholders, ensuring brand consistency while adapting global strategies for the Australian market.
- Key Achievement: Delivered 10% YoY revenue growth, improved marketing ROI by 42%, and increased qualified leads by 68% while reducing cost per lead by 23% through integrated campaigns, lead scoring, and improved sales-marketing alignment.

NATIONAL MARKETING MANAGER

Apr 2016 - May 2017

Charm Sciences / Flo-gineering Pty Ltd. - Sydney, NSW

- Drove B2B marketing and product sales for an engineering solutions provider targeting manufacturing and industrial sectors.
- Developed and executed integrated marketing campaigns across digital channels, trade shows, and technical content.
- Launched the company's first digital marketing programme, establishing SEO, paid search, and social media presence.
- Built a technical content library (case studies, application notes, product specifications) to support the sales process.
- Managed customer communications and stakeholder engagement, supporting business growth and market presence.

MARKETING MANAGER, CO-OWNER

May 2013 - Dec 2015

Albrecht - Jarmy Design Manufaktur Gbr - Nuremberg, Germany

- Co-founded and operated an e-commerce design business, managing all marketing, supplier relationships, and product curation.
- Developed and executed a multi-channel marketing strategy across SEO, Google Ads, social media, content marketing (blogs, forums), and partnership events to drive customer acquisition, retention, and brand growth.
- Managed end-to-end operations, including supplier negotiations, inventory management, product portfolio development, and customer service, demonstrating entrepreneurial leadership.

CORE CAPABILITIES

Strategic Marketing

- B2B Marketing Strategy | Multi-Channel Campaign Management | Go-to-Market Planning | Customer Segmentation | Marketing Performance Analytics | Budget Management (\$400K-\$920K)

Digital Marketing

- Google Ads (Search, Display, Demand Gen, Performance Max) | SEO/SEM | Paid Social (Meta, LinkedIn) | Email Marketing | Conversion Rate Optimisation | Landing Page Testing | Marketing Attribution

Marketing Operations

- Campaign Project Management | Lead Generation & Nurturing | Marketing ROI Analysis | Multi-Account Management | Marketing-Sales Alignment | Stakeholder Influence

Technical Proficiency

- Google Analytics (GA4) | Google Ads | WordPress CMS | Microsoft Office Suite | Adobe Creative Suite (Photoshop, Illustrator) | Salesforce, HubSpot | Call Tracking & Lead Scoring

Industry Expertise

- B2B Manufacturing | Automotive Marketing | Multi-Account Management | Trade/Channel Marketing | International Market Adaptation

- Built the business from scratch, establishing a strong customer base and market presence in German-speaking markets.
- Business concluded in 2016 to relocate to Australia, providing strategic closure and transition experience.

MARKETING SPECIALIST

Apr 2011 - May 2013

Henkel Hungary - Budapest, Hungary

- Executed national B2B marketing strategies for Loctite and Teroson brand portfolios across retail and corporate channels in Hungary.
- Delivered 10% sales growth in 2011 and 6% in 2012 through trade marketing, distributor partnerships, and targeted corporate promotions.
- Generated 200–300 qualified leads per month via seasonal trade shows, customer events, and distributor engagement initiatives.
- Managed relationships with distributor and retail partners, providing marketing materials, co-branded campaigns, and promotional support to strengthen market presence.
- Drove marketing efficiency improvements through daily and monthly performance analysis, identifying optimisation opportunities and recommending action plans to the Business Unit Manager.

DATA ANALYST

Jan 2009 - Apr 2011

IPG Mediabrands - Budapest, Hungary

- Provided media research, analysis, and targeting recommendations supporting international client campaigns (L'Oreal, BMW, Heineken, Dr Oetker, MARS).
- Supported sales pitches with target audience analysis and campaign recommendations to improve media efficiency.
- Designed, deployed, and analysed approximately 20 online questionnaires per year for key accounts, presenting actionable insights to guide campaign strategy.
- Analysed offline and online media consumption statistics, generating regular reports to identify trends and optimisation opportunities.
- Collaborated with internal teams and client stakeholders to enhance campaign performance and media planning decisions.
- Contributed to overall campaign strategy by translating data into actionable recommendations that informed creative and media approaches.