



# CORNEL LAZAR

Digital Brand and Marketing Professional

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## SUMMARY

London-based marketing professional consulting brands on their digital marketing and digital transformation strategies. Marketing Director and partner at Vibe Tickets.

10 years hands-on experience across the digital marketing mix and a background in disruptive Startups and global Enterprises. Analytical and data-driven approach with a creative streak to an integrated marketing plan (CRM, SEM, SEO, Content Marketing, Social Media and Branding) that has scalability, acquisition and retention on the mind and a seamless brand / user experience at its heart.

I graduated from the Google Squared-Online Digital Business Course in the top 10% of my class with distinction for inspirational thought leadership and nomination for Digital Champion Of The Year amongst 180+ peers.

I'm a constant learner who always seeks to anticipate, inspire and drive innovation with an entrepreneurial 'can-do' attitude.

## EMPLOYMENT

### Marketing Director and Partner at Vibe Tickets

London

Apr 2017  
- Present

- Ownership of all strategic marketing and PR activities.
- Business partner, reporting into CEO and Investors.
- Managing team of 10 direct reports.
- Setting up new office hub.

### Digital Brand and Marketing Manager at Ticketmaster

London

Apr 2015  
- Jan 2017

#### BRAND MANAGEMENT

- Ownership / brand guardian and creative direction of Ticketmaster Resale in the UK and EU.
- Building scalable strategies for SEO / Content, CRM and Social Media.
- Campaign performance analysis; ensuring learnings feed into future campaigns.
- Raising brand perception and sales through tactical promotions.
- Managing media and content agency relationships.

#### CRM

- Identifying touch points and revising an out-dated CRM into a consistent and scalable user experience.

#### SEO, CONTENT MARKETING & SOCIAL MEDIA

- Delivering an integrated music lifestyle webzine with an innovative end-to-end content marketing strategy.
- Increasing acquisitions and brand awareness through content marketing campaigns.
- Reversing a stagnating SEO.
- Managing and educating editorial team on content generation.
- Supporting Customer Services through tactical Content- and Social campaigns.



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## EMPLOYMENT *(continue)*



- Marketing Manager (Content, CRM and Social Media) at Ticketmaster** Mar 2012 - Mar 2015  
London
- Web Editor and Marketing Manager at GET ME IN! (Ltd.)** Dec 2006 - Feb 2012  
London
- Web Content Editor at Premier Media Group** May 2006 - Nov 2006  
London
- Press and Marketing Assistant at The Spitz** Jan 2006 - Apr 2006  
London
- Software Tester and Translator at Square Enix** Jun 2004 - Dec 2005  
London
- Financial Shared Service Centre EMEA Analyst at NCR Corporation** Aug 2003 - May 2004  
London
- Web Editor and -Designer at Lynco Europe Ltd** July 2002 - July 2003  
London
- PR Assistant and Web Manager at Shaw Theatre** Feb 2002 - Jun 2002  
London
- PR and Online Consultation at Electric:Boogie (Freelance)** Aug 2000 - Nov 2006  
London
- Marketing and Press Assistant at NEUTON GmbH (Music Label & Media Distribution)** Jan 1997 - Aug 1997  
Frankfurt, Germany

## EDUCATION



- London Metropolitan University** Media, Communications and Cultural Studies (BA Hons.)  
London Sep 1998- Jun 2004
- Elisabethenschule-Gymnasium** English, History, Biology (Abitur; German equivalent to A-Levels)  
Frankfurt, Germany Jan 1988- Jan 1995

## CERTIFICATIONS



- Business and Digital Marketing Google Squared-Online** Oct 2016  
Graduated in the top 10% of my class with distinction for inspirational thought leadership amongst 180+ peers and nomination for Digital Champion of the Year.
- High Level Business English Berlitz Language School** Jan 1997  
Frankfurt, Germany



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## SKILLS JOB-RELATED

- Touch points and user journeys, Scalable, holistic multi-channel mkt. (CRM, SEM, SEO, SEM, Content Mkt., Social)
- Agency relationships (client-side), Conversion Rate Optimisation (CRO)
- Playbooking: Briefs & strategy docs, Brand message & -identity / Tone of Voice
- Presenting / Public speaking

## SKILLS TRANSFERABLE

- Strategic, creative, innovative
- Analytical and data-driven
- Growth hacking mindset
- Leadership and team management
- Creative workshops
- Bilingual; English and German
- friendly, trustworthy, approachable

## INTERESTS / HOBBIES

Digital Technologies, Music, Fashion, Theatre, Film, Travel, Sailing, Tennis, Cycling

## REFERENCES

Google Squared-Online

Cornel is an inspirational thought leader with natural leadership skills. He's very knowledgeable and creative; always with a positive attitude and an absolute pleasure to work with.

Yaël Carrara

**Passionate. Innovative. Competent. Cornel is driving his area with authority and conviction. He is interested in trying new opportunities and continuing to develop the successful initiatives in place. I have been lucky to experience Cornel's expertise around branding, CRM and marketing while working on common projects over the last couple of years. I gladly recommend Cornel to anyone.**

Olivier Balaguer

I've had the pleasure of working alongside Cornel for some time while at Ticketmaster. Cornel's holistic approach is something quite refreshing. His creative ideas, strategic thinking, and clear approach make Cornel a very approachable person to work with. His on-trend knowledge of content architecture and SEO paves the way for an exceptional leader in multi-channel marketing.

Zoltan Fodroczi

**It has been a great experience working with Cornel. (...) Cornel is an unquestionable expert in his field who frequently hit and exceeded targets – often against market trends. I valued Cornel's enthusiasm and his willingness to share his knowledge (...) he taught me a few interesting tricks about Digital Marketing.**

Niall Moody

Cornel is competent and creative. With his professional attitude and ability to handle several projects at once, Cornel has added great value to GET ME IN! and Ticketmaster. Above all, Cornel is a joy to work with and a real asset to the team.