



# CORNEL LAZAR

## Marketing and Brand Professional

✉ cornel@cornellazar.com

☎ +44 (0) 74944 33856

📍 London, N16, United Kingdom

🌐 uk.linkedin.com/in/clazar

🌐 cornellazar.com

🌐 angel.co/cornellazar

### SUMMARY



Marketing leader with over 10 years experience and a background in disruptive, challenger startups and global enterprises. Currently Growth Marketing Director & PMM (Growth Squad) at Culture Trip.

Confident and commercially-focused with an analytical, data-driven 'growth hacker' approach that has acquisition, retention and scalability on the mind and a seamless brand / user experience at the heart.

Experience in forming and leading multi-channel growth teams across the entire AARRR-funnel. Other areas of expertise: Online marketplaces / -communities, brand development, agency relationships, PR / comms, customer engagement & audience insight.

I frequently seek to anticipate and inspire with an entrepreneurial can-do attitude whilst driving innovation with a passion for digital transformation. Google Squared-Online graduate in Digital Business with distinction for inspirational thought leadership and Digital Champion of the Year nominee.

### EMPLOYMENT



#### Growth Marketing Director & PMM (Growth Squad)

Culture Trip, London

Jun 2018

- Present

- Owning "bottom-of-funnel" growth strategy (web & mobile app) and PMM with the Growth Squad.
- Fostering a culture towards continuous user/data-focused growth experimentation.
- Introduction of PMM function as intersection between marketing & product.
- New market & audience assessment for mobile app strategy.
- Managing research team for identifying Culture Trip's leading "North Star" metric.

#### Head of Marketing

The Currency Account, London

Mar 2018

- May 2018

Three-months contract to initiate and manage sales and marketing plan activities across B2B and B2C with strong focus on:

- CRM Strategy • Data / GDPR compliance (review and implementation)
- Branding • Experiential marketing

#### Marketing Director

Vibe Tickets, London

Feb 2017

- Feb 2018

- Ownership of all strategic marketing, partnership and PR activities.
- Implementation of a multi-channel marketing strategy.
- Leading digital transformation (marketing & operations).
- Business & product development, rebrand / repositioning.
- Reporting into CEO and investors.
- Building and managing a team of 12x direct reports across offices in London and Lancaster.
- Strategic recruitment and set up of new London operations.

#### Digital Brand and Marketing Manager

Ticketmaster, London

Apr 2015

- Jan 2017

#### Brand Management, acquisition & retention (CRM, SEO, Content Marketing, Social Media)

- Ownership, brand guardian and creative direction of Ticketmaster Resale (UK/EU).
- Building scalable strategies across CRM, SEO, Content, Social Media.
- Campaign performance analysis.
- Raising brand perception and sales through tactical promotions.
- Managing media and content agency relationships.
- Touch point optimisation, revising out-dated CRM into consistent, scalable experiences.
- Delivering music lifestyle blog with end-to-end content marketing plan.
- Increasing acquisitions and brand awareness through marketing campaigns.
- Reversing stagnated SEO.
- Managing and mentoring the editorial team on content generation.
- Supporting Customer Services through tactical content- & social campaigns.



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### EMPLOYMENT *(cont'd)*



#### Marketing Manager (Content, CRM & Social Media)

Ticketmaster, London

Mar 2012  
- Mar 2015

#### Marketing Manager

GET ME IN! (Ltd.), London

Dec 2006  
- Feb 2012

#### Web Content Editor

Premier Media Group, London

May 2006  
- Nov 2006

#### PR and Digital Consulting

Freelance, London

Aug 2000  
- Nov 2006

#### Digital Merchandiser

Amazon UK, London

Oct 2005  
- Apr 2006

#### Press and Marketing Assistant

The Spitz, London

Mar 2005  
- Sep 2005

#### QA Tester and Translator

Square Enix, London

Jun 2004  
- Feb 2005

#### Financial Shared Service Centre EMEA Analyst

NCR Corporation, London

Aug 2003  
- May 2004

#### Web Editor and -Designer

Lynco Europe Ltd., London

Jul 2002  
- Jul 2003

#### PR Assistant and Web Manager

Shaw Theatre, London

Feb 2002  
- Jun 2002

#### Marketing and Press Assistant

NEUTON GmbH (Record Label & Media Distribution), Frankfurt, Germany

Jan 1997  
- Aug 1997

### 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



#### Digital Business and Marketing

##### Google Squared-Online

Graduated in the top-10% of 180+ peers with distinction for inspirational thought leadership and Digital Champion of the Year nomination.

Apr 2016  
- Oct 2016

#### High-Level Business English

##### Berlitz Language School

Frankfurt, Germany

Dec 1996  
- Jan 1997



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### SKILLS

*Job related*

- Leadership and management
- Digital- and operational transformation
- Building and managing teams; local and remote
- Scalable multi-channel strategies (CRM, SEM, SEO, ASO, Content Marketing, Social)
- CRO (Conversion Rate Optimisation): Touch point / user-journey optimisation
- Agency relationships (client-side)
- Playbooking: Briefs & strategy docs, brand message / identity, Tone of Voice
- Public Speaking

### SKILLS

*Transferrable*

- Strategic. Creative. Innovative
- Analytical. Data-Driven
- Growth-hacking mindset
- Budgeting and operations
- Agile marketing evangelist
- Bilingual; English and German
- Trustworthy and approachable
- Decision-maker

### INTERESTS / HOBBIES

Digital technologies. Reading. Music. Theatre. 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.