

Tamás Helmeczi



+36-20-91-606-91 
tomi@perszepersze.hu 
bit.ly/helmeczi_tomi 
perszepersze.hu 

As an Online Media Expert I believe in communication between people. I always create content and strategies as if I were the consumer: This way I can be sure that what I do will be enjoyable for everyone.

Expertise

- Marketing strategies and campaigns
- Brand creation and management
- Creative concepts
- Social media and community management
- Project and team management
- 360° marketing solutions

Professional experiences

01/2025 –

Head of Creative / Rewart

Rewart is a full-service creative marketing agency specializing in integrated campaigns, brand strategy, digital communication, social media, and experiential marketing. As Head of Creative, I lead the creative team from concept to execution, developing campaign ideas, shaping creative strategy, overseeing strategy, visual and copy direction, and ensuring every project delivers both business impact and outstanding creative quality. Brands I worked with: Mastercard, McLaren, PENNY, BaumiT, MOL, OTP, Borsodi, Foodnet, Mionetto

11/2020 – 09/2024

Creative Lead / Dream Agency

Dream Agency is the design and marketing subsidiary of WebDream, a development company operating for more than 22 years.

As part of Dream Agency, I had the opportunity to deal with the entire spectrum of marketing, from developing creative campaigns to creating online marketing strategies and implementing the smallest details of them. I worked with clients such as Duna Autó, JÓkenyér, iCentre, Kifli.hu, Fővárosi Csatornázási Művek, Teladoc.

05/2019 – 09/2020

Head of Communication / SET GROUP Ltd.

SET GROUP Ltd. is one of the most innovative publicly traded companies in Hungary.

As the Head of Communication, I was responsible for the communication strategy of SET GROUP. In addition to leading a team of internal and external media experts, I participated in organizing official events, updating the brands of subsidiaries, and supporting pre-sales and pre-buy activities from the sales and marketing side during acquisitions and the sale of interests in the portfolio.

02/2018 – 04/2019

Creative Director / Head of Social Media / Közösségi.Média

Marketing services for multinational companies and SMEs.

As a one-man army, I had many tasks: copywriting, content creation, social media management, community management, video editing, graphics, and account tasks. Meanwhile, I also led the social media team of a performance agency on a project basis. Clients I worked with: Telenor, OTP, Róbert Károly Private Hospital, Benu, Lidl, smaller SMEs.

06/2016 – 02/2018

Social Media Manager / Copywriter / Hammer Agency

Hammer Agency is a well-known Hungarian marketing agency with clients such as Tesco, Rossmann, Merck, and Baunit.

As a social media project and traffic manager, I was responsible for the Tesco Hungary Facebook page, which had more than 700,000 followers: I coordinated a graphics team, wrote copies, and handled the creative tasks of content creation based on Tesco's marketing plans. The creative copies for the Tesco promotional magazine, published weekly in 20 million copies across 4 countries, were also written by me. During this period, we also laid the foundations for Rossmann's Instagram channel, and I participated in content creation, directing photographers and stylists as an art director.

03/2012 – 03/2018

Marketing Manager / Project manager / CEMP Saleshouse

CEMP Sales House is home to Hungary's most-read online news, technology, and lifestyle magazines (Index, Totalcar, Femina, Velvet, Dívány, Inda).

I was the project manager (PM) behind Hungary's largest online quiz game, Honfoglaló, and handled the marketing and account tasks related to the game. Besides Honfoglaló, I also managed some media products within the CEMP portfolio and actively contributed to increasing the readership of Index.hu with my premium blogs.

04/2006 – 06/2012

Project manager / Application support / EuroMACC Ltd.

EuroMACC Ltd. is known for its billing systems developed for high-traffic phone and internet companies. My task was to support 12 internet and VOIP service providers: handling monthly billings, supporting their business processes, and training on new features. As a project manager, I coordinated the implementation of new billing systems and participated in pre-sales tasks. During the 6 years I spent here, I was involved in producing tens of millions of phone and internet bills.

09/2004 – 03/2006

Application support specialist / Telenor Hungary

Telenor Hungary is one of the largest mobile service providers with more than 3 million Hungarian customers.

I was responsible for supporting Telenor's 2500-user sales system and participated in testing new features based on functional and business specifications.

07/2001 – 08/2004

IT lead / Csemege Match Ltd.

Csemege Match Ltd. was a French-based supermarket chain that has since ceased operations.

As an IT lead, I was responsible for operating the complete IT and cash register system of specific MATCH stores, as well as store administration (inventory, main cashier).

Education

06/2001

Developer / SZÜV Lícium Kft.

OKJ advanced level. Programming, testing, business analysis.

06/2000

High School / Körösi Csoma Sándor High School, Hajdúnánás