



EDUCATION

Eötvös Loránd University
BSc – Software Information Technology /
Program Designer Informatics
2008 – 2013
Hungary



SKILLS

Growth, advertising & analytics

Digital advertising

Meta and Google advertising workflows

campaign creatives

GA4 reporting

campaign monitoring

customer journeys

landing pages

content testing

E-commerce & marketing operations

Shopify

multilingual webshop development

product pages

email automation

CRM

content scheduling

social media publishing

customer-support workflows

AI-assisted creative production

AI image and video generation

short-form video

marketing visuals

prompt development

AI voice/audio tools

Technical delivery & automation

n8n

Bitrix24

Chatwoot

API/webhook integrations

REST/SOAP APIs

PHP

Docker

troubleshooting

monitoring



LANGUAGES

English
Professional working proficiency

Hungarian
Native

German
Basic



CERTIFICATIONS

**AI Video Production – Professional
Training (completed)**
Skvot · 2026

Zend Certified PHP Engineer
Zend · 2015

Tamas Szabo

Marketing Automation & AI Content Specialist | E-commerce & Analytics

Digital marketing and marketing-technology specialist with 6+ years of hands-on advertising and creative production, supported by 15+ years in software engineering. I create campaign visuals and short-form content, use AI-assisted image/video tools, and combine GA4 reporting, social publishing and customer workflows with practical website and system integration. I independently built a multilingual Shopify webshop from design to operational automation and have implemented a multi-country Bitrix24 CRM. I enjoy connecting creative work to measurable, maintainable business processes.

✉ haka002@gmail.com

📍 Konz, Germany

🌐 linkedin.com/in/tamas-szabo-haka



EXPERIENCE

Byborg IP / Docler Holding S.à r.l.

Senior PHP Engineer

May 2014 – February 2026

Luxembourg

- Developed and maintained high-traffic APIs and backend services for international platforms.
- Designed an API automating SSL provisioning for thousands of websites.
- Played a key role in migrating 100+ services to Kubernetes-based development environments.
- Contributed to release-management automation and CI workflows that helped double production deployment capacity.

Novussoftware Kft.

PHP Developer

May 2012 – April 2014

Budapest, Hungary

- Developed and optimized a high-load online advertising platform handling millions of daily impressions.

Docler Holding / Duodecad Kft.

PHP Developer

July 2010 – May 2012

Budapest, Hungary

- Built affiliate, promotional, payment and partner-integration tools for international web platforms.



PROJECTS

Digital Advertising & Campaign Content

Digital advertising, GA4, social media,
creatives, video

Independent hands-on work (2020-Present). More than six years of planning and producing digital advertisements and promotional assets. Adapt visuals, short-form videos and social content for different channels. Use advertising and analytics reporting to review performance and guide marketing decisions; automate publishing where useful.

MetaBloom - E-commerce & Marketing Automation

Shopify, GA4, landing pages, n8n, Chatwoot, AI creative

Independent European e-commerce project (2026-Present), currently pre-launch. Built a complete multilingual Shopify webshop independently: design, product pages, marketing landing pages and customer content. Created advertising creatives and AI-assisted imagery/video, with publishing and GA4 reporting. Connected customer support, email, fulfillment, invoicing and external services using n8n workflows, API integrations and monitoring.

Bitrix24 - CRM & Communication Automation

Bitrix24, email workflows, telephony, CRM, IVR

Implemented a complete Bitrix24 CRM for 10 telephone operators, bringing phone calls, email and web forms together. Configured rented numbers, IVR, call routing and native CRM workflows for a system accessible from six countries.