

Name: Balazs Simon  
Place of birth: Budapest, Hungary  
Date of birth: 26 09 1966  
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Background:

1990-92 Academy of Arts and Crafts Post Graduate course-second diploma engineering designer

1986-90 Academy of Arts and Crafts-diploma-engineering designer

Market advantages:

2010- Freelancer

2009-2010 Human Telex advertising agency-Creative Director

2005-2009 Sensation Event Marketing Ltd.-Managing Director and Creative Director

2004-2005 Go Creatives-Owner, Creative Director

2000-2004 EURO-RSCG New Europe-Senior Art Director

2000-2002 Insight Communication Kft.-Creative Director

1995-2000 EGM Ltd. Creative Agency-Owner, Art director, Executive director

1993-1995 BBDO Budapest-Art Director

1992-1993 Font Design Studio-Art Director

1991-1992 KÖZTI Inc.-Architect

1990- Freelancer-Set Designer

Brand experiences:

Humant Telex Red Bull, GSK, SAB, MOL Hungarian Oil Company, LifeStyles, Sony, Unilever, Nestle, Knorr, The Zelnik Collection

Sensation: Budapest Bank, Exxon Mobil, Sky Europe, Novo Nordisk, Szerencsejáték Zrt., Schneider Electric, Prime Minister's Office, CIB lizing, Panasonic, Siemens

Go Creatives: MOL, Beneficial Rt., PROFI Rt., WINNY,

EURO RSCG: Peugeot, Dreher, Malév Hungarian Airlines, Vichy, Novartis, Reckitt Benckiser, Maspex, BNP Paribas

EGM: Amstel, Volkswagen, Ice Bob, Juventus radio, Hungarian Telecom, GSK, Mitsubishi, Biogal

BBDO: LB-Knauf, Sara Lee, Pepsi, Budapest Bank,

Set designs: National theatre, MTV, RTL Klub, TV2, Sport TV, Commercial films, Video clips, exhibition designs

Awards:

2009 Golden Blade festival-Short list-best agency self promotion

2003 Golden Blade festival-Short list-Peugeot

2002 Golden Blade festival-2 Bronze blade, print and out door-Peugeot

1999 Press golden prize-Best Billboard-Juventus Radio

1994 Gold Giraffe prize-best video clip set design

International brand experiences:

2003 Peugeot International campaign photoshooting in Paris with Chris Frazer Smith, presentation to Client in Paris, Post production in Paris

2001 Peugeot European campaign photoshooting in France with Andy Glass,

Post production in London

Publications:

2008 IN-STORE Marketing. Best Venues

2008 Kreatív Magazine. Christmas Party and the economy depression.

2007 Start up guide for students-Brand building and image

2006 HVG. Hungarian World Economic Magazine-Event chances

2013 Skip.hu, interview

Brand essence:

Breadth of knowledge and experience in ATL, BTL, set design and event marketing. Managerial experience of several years, strategic thinking, cooperative skills gained both in large and small organizations. Global thinking and international experience. Relentless work, good sense of humour, strong emotional intelligence and sense of empathy. A creative mind always in quest of new ways, ideas and solutions beyond the ordinary, good problem-solving skills.

Unique Selling Propositions

Martial arts: self-discipline

Scootering: quick and well-thought-out decisions

Classic car restoration: patience and a respect for traditional values

Left-handedness: artistic talent, diplomatic skills

Orienteering: enhanced strategic thinking

Program skills:

Photoshop, QuarkXpress, Indesign, Freehand, Dimensions, Adobe illustrator, Painter, StrataStudio. Microsoft Word, Excel

Language:

Hungarian, fluent English

Brand activity:

American cars, Martial arts, Gardening, Orienteering

Simon Balázs Budapest 07. 02. 2010.