

PETER P. PAJER

Marketing | SEO | PPC



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ABOUT ME

I'm an Online Marketer & Consultant with a background in Development from Budapest with **10+ years of experience** planning and executing projects in a **variety of business domains**.

I always thrive to deliver the best possible User Experiences.

SKILLS

SEO | Keyword Research | SEM |
PPC | Google Ads | Meta Ads |
TikTok Ads | Content Planning |
Marketing Management | Consulting

TOOLS

Asana | Ahrefs | Mangools | Jira |
Notion | Zapier | Google Analytics |
WooCommerce | Shopify | WordPress

LANGUAGES

Hungarian — Native
English — Fluent (C2)
French — Conversational (C1)
German — Currently Learning

PROFESSIONAL EXPERIENCE

ECOMMERCE PROJECT MANAGER & MARKETER

SIAM Trade LLC

2024 – Present

- Coordinating **multiple external contractors** to deliver designs, websites & advertising assets.
- Developing custom stores to test various business/product ideas.
- Planning and creating PPC campaigns across **Google Shopping, Meta and TikTok**.

SENIOR SEO & PPC MARKETER, CONSULTANT

WLRP Kft.

2020 – 2022

- Managed the development, SEO and PPC campaigns for **multiple large websites**, bringing rankings & traffic volume above expectations.
- Created, monitored and automated the reporting on the performance of sales funnels.
- Maintained an average **YoY growth of over 30%** for flagship products.
- Responsible for **development/marketing consultations** with external companies and partners.

DEVELOPER, SEO & PPC MARKETER

WLRP Kft.

2018 – 2020

- Built **websites and landing pages** for multiple successful ventures.
- Constantly delivered content and code for **SEO & CRO**.
- Launched and scaled ad campaigns on **Google and Meta**.

SEO & PPC MARKETER

Pedalbar

2014 – 2018

- Continuously improved brand and content quality, raising Search rankings and lowering CPA.
- Landing page ranked in **top positions for most high-traffic, high-relevance SERPs** in its market
- **YoY conversions scaled from 60 to 1800+**.

WEB DEVELOPER & MARKETER

Self-employed

2012 – 2014

- Delivered a variety of **small to medium projects** for clients, including **landing pages, websites, blogs & custom web apps**.
- Created **SEO & CRO content** for multiple small businesses.
- Managed **PPC campaigns** for businesses and NGOs.
- Worked alongside & coordinated multiple other contractors.

EDUCATION

Sociology

PPKE-BTK

2009 – 2011 | Budapest

Research Methodology, Systems Theory & Statistics

SEE ALL PROJECTS

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REFERENCE PROJECTS

BUDAPEST GARDEN

Scope: Website, Booking System, SEO & CRO

Role: Project Management, Development, Marketing

- Coordinated a **team of designers, developers and business managers** to align Operations, Development, Marketing & Sales perspectives on the project.
- Created a robust **Content & SEO Strategy** that helped the site reach top results in the SERPs for **multiple Competitive High Value Keywords**.

Live URL: <https://budapestgarden.com> 

HOP ON-HOP OFF

Scope: Website, CMS, CRM, SEO, PPC, CRO

Role: Development, Project Management, Marketing

- Consulted with Partners to help **discover requirements & align teams**.
- **Collaborated with Design & Marketing teams** to plan User Journey and Branding.
- Ranked in **top results of SERPs** for Highly Competitive & High Value keywords.
- Integrated the timetables from multiple tour providers in the niche, to provide the **highest quality data available**.
- Created **unified ticketing system** for a variety of tours & partners.

Live link: <https://hoponhopoff-budapest.com> 

LUNA TOURS

Scope: Website, CMS, CRM, Fleet Management System, SEO, CRO

Role: Development, Project Management, Consulting

- Helped **define project requirements** together with the client, and structured these requirements for the design and development teams to execute.
- **Designed and developed multiple backend systems**, including a CMS, CRM and Fleet Management Solution.
- **Trained client staff** to use systems after delivery.

Live link: <https://luna-tours.com> 

PUB CRAWL BUDAPEST

Scope: Multiple Websites, Booking System, CMS, SEO, PPC, CRO

Role: Development, Consulting

- Led consultations with partner companies to **align goals across projects**.
- Upgraded multiple high value, static HTML sites to run on **WordPress**, allowing more flexibility in Content Strategy.
- Ranked multiple pages in the **top results of the SERPs for a variety of high value keywords in their niche**.
- Helped integrate the sites' WordPress backends with the company's centralized CMS.

Live links:

<https://pubcrawl.hu> 

<https://pubcrawl-budapest.com> 

MORE PROJECTS

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