



# ENDRE PAPP, MA

## Marketing & Communications Specialist

I'm a communications and sustainability professional with 4+ years of experience bridging climate innovation, tech storytelling, and brand strategy. Having worked with green startups, SaaS companies, and EU-funded environmental initiatives, I bring a unique mix of creative content leadership, investor communication, and ecosystem insight. My focus is on transforming complex innovation into clear, inspiring narratives that drive engagement, trust, and growth.

### EXPERIENCE

#### Freelance PR Consultancy, Vienna, AT

##### FOUNDER & WORKSHOP LEADER (02.2025 - )

- **Deliver workshops & advisory programs** on strategic communication & mindset change in sustainability & eco-consciousness
- Help clients simplify complex topics and **craft high-impact narrative strategies**

#### NECTURE (Previously UBIQ), Vienna, AT

##### CONTENT COMMUNICATION MANAGER (03.2024 - 10.2025)

- Co-developing & implementing **long-term digital strategy** (web, newsletter, video, podcast)
- Conduct **SEO-driven content optimization**, boosting organic visibility
- Supporting founders and sales teams in **pitch deck** and **investor material creation**
- **Managed full brand and website implementation** (Webflow) after a major **rebranding**
- Maintain **brand consistency & B2B communication** (+4.4K LinkedIn followers)

#### CIRCONNACT Regenerative Circularity, Vienna, AT

##### MARKETING & COMMUNICATIONS SPECIALIST (CONTRACT-BASED)

- Develop and implement **communication strategies** for the EU-funded **INNO4CFIs Project**
- Strong background in cross-cultural collaboration and **international project delivery**
- Manage the **setup, launch, and growth of related SM channels**

#### CEEWEB for Biodiversity, Budapest, HU

##### COMMUNICATIONS & CONTENT MANAGER (06.2022 - 01.2024)

- Develop **content across web, social media, & newsletters** for multiple EU-funded projects
- Creating engaging **digital content** (Insta reels, videos, X quote cards, and templates for campaign communications toolkits)
- **Optimize content performance** using analytics (+127% growth in 2023)

#### FoE Hungary Agency, Budapest, HU

##### PROJECT MANAGER (06.2023 - 12.2023)

- **Oversee LIFE AskREACH project** ensuring top-2 performance among all EU countries
- **Coordinate domestic dissemination campaigns, media outreach & KPI tracking**
- Supervision of documentation and successful **final reporting** (financial & narrative)

##### COMMUNICATIONS OFFICER (03.2021 - 12.2023)

- Organize **in-house & external events**, supporting **digital fundraising programs**
- Represent the organization at **international sustainability conferences and expos**
- Creating **video & photo content** at **flagship events** with a short turnaround for use on SM (on SM channel with +100k followers)

#### National Theatre Miskolc, HU

##### PERFORMING ACTOR (03.2017 - 05.2022)

### EDUCATION

#### CALIFORNIA INSTITUTE OF ARTS (SANTA CLARITA, CA)

02.2023 - 08.2023 | INTENSIVE CERTIFIED COURSE (UI/UX DESIGN)

#### LUND UNIVERSITY (LUND, SWEDEN)

01.2020 - 06.2020 | POSTGRADUATE PROGRAMME (URBAN GOVERNANCE)

#### UNIVERSITY OF THEATRE AND FILM ARTS (BUDAPEST)

2012-2017 | MASTER OF ARTS (ACTING)