



Zsolt Tronkos

Automotive and Motorsport Media/ PR Lecturer and Manager

RELEVANT WORK EXPERIENCE:

Philosophy:

'The harder I push, the more I find within myself.'

Ayrton Senna

Personal profile:

Extremely motivated to implement all the knowledge and experience I have gained in the world of Automotive and Motorsports. Although I am confident in a wide range of media and PR activities, but I keen on learning and developing my skills to grow professionally.

Contact:

14 Arany János St.
Alsóberecki, H - 3985



+36 70 286 4434



tronkos.zsolt@gmail.com



Education history:

2007 Journalist, photographer,
radio/TV presentator -
University of Debrecen

2004 English teacher and
technical translator -
University of Nyíregyháza

2001 Tour guide and event
organizer - Kossuth Secondary
Grammar School, S.újhely

To be proud of:

Many articles written, some have
been illustrated with my photos.
Some of the online appearances:
Red Bull Motorsport,
Eurosport,
Spíler TV - Motorsport, ...

Participating a Red Bull
Managers' programme last year,
finished with a tough test, the
'Talent Passport' as a result is
attached.

2011. 07. –2016. 11. *Head of Media and Promotions*
Nyírad Motorsport Centrum

Operative tasks as Chief Media Officer and Head of Promotions responsible for promotions of the events, planning budget, catering, sporting management with FIA, ÖAMTC, ADAC, and MNASZ, (social media campaigns, campaigns on TV / radio), for many Rallycross and Autocross European (zone) Championship events.

2014. 12. –2016. 12. *Team Manager and Press Correspondent*
BMW/Yamaha Racing Team World Superbike Championship

Administrative tasks. HR, PR role, online media expert (Facebook, Google Adwords, Twitter) responsible for transportation of the racing bikes and equipment (also overseas) organizing the team's and VIP guests' journeys to the different parts of the world and also been responsible to supervise the running of the catering lorry. If unexpected situations occurred I was responsible to clarify the situation with the Race Director, the Head of Media and Broadcast.

2014. 09. –2017. 12. *Lecturer and practical assessor (part time)*
MAMI Motorcycle Academy (Hungary)

Giving lectures and practical workshop sessions on media management, team management from the racing point of view. In the meantime, I have written and edited a course book on aerodynamics, that has been put in the curriculum of the University of Győr.

2017. 12. –2019. 06. *Head of Motorsport Department*
Wiltshire College and University Center (United Kingdom)

Managing the everyday life of FE and HE students and Lecturers. Providing lectures on Motorsport management and media. Providing on-line media solutions for our sponsors and team. Recruiting, shortlisting and interviewing candidates and students. Leading recruiting campaigns on-and offline.

2019. 08. - 2020. 08. *Freelancer media and PR advisor,*
graphics designer, photographer (Hungary and Europe-wide)

Participating in and leading media and PR campaigns through many sectors, from food industry, to celebrities, wineries, etc. Facelifting and creating new company images, appearances, setting up media strategies, shooting product and company photos.

Felföldi Confectionary, József Felföldi, TITEM Men's Collection, Ferenc Ficza (Race Driver), Zoltán Tóth's Family Wine Estate, Hell Energy, Ara-Bora Liquer Wholesaler, SEP - Sport Event Planning.

Zsolt Tronkos

Automotive and Motorsport Media/ PR Lecturer and Manager

OTHER, WORK RELATED SKILLS:

Exceptional communication and networking skills

Successful working in a team environment, as well as independently

The ability to work under pressure and multi-task

The ability to follow instructions and deliver quality results

MAIN INTERESTS:

The latest developments in Automotive Industry.

How to adopt motorsport experience in order to optimize customers' satisfaction and safety.

How to maintain environment protection when developing and mass producing long-life products.

How to reach more people in the most effective way.

How to make 'customer experience' better.

COMPUTER LITERACY:

Strong skills in the ADOBE/MS Office softwares, Photoshop, Illustrator, Pinnacle Studio, Sony Vegas Pro.

Solid understanding of integrated ERP softwares: Microsoft Axapta LJCreate.

LANGUAGE SKILLS & Competence:

Mother tongue: Hungarian

Native level skills: English

A2-B1 level: German *

*being revised now, aiming to achieve B2 level.

VEHICLE HANDLING SKILLS:

A and B categories, no penalty scores.

OTHER MEDIA SKILLS:

Live speaker at conferences, drivers' and riders' meeting, podium ceremonies, commentatorship on live media broadcast events (FS Media).

17 years experience in sports photography.

Relevant reference jobs done in Automotive teasers. (Spiler TV/RX World Championship)