



## Dr. Galla Daniella Dominika

PhD Hallgató / PhD Student  
Actual classification: Assistant lecturer  
Year of birth: 1989

## Qualifications, scientific degrees

### Higher education qualifications

- 2009 - 2012  
Corvinus University of Budapest, Commerce and Marketing-Bsc (C)
- 2013 - 2015  
Metropolitan University of Budapest, Communication and Media Studies- Electronic Media Theory and Criticism-MA (D)
- 2017 -  
Corvinus University of Budapest, Business and Management PhD Programme (F)

## Career

### Workplaces

- 2009 - 2012  
Eu-Tech Informatika Ltd., Marketing executive
- 2012 - 2013  
TV2 Media Group Ltd., Advertiser Funded Productions coordinator
- 2013 - 2015  
TV2 Media Group Ltd., Business Development Executive
- 2015 - 2016  
TV2 Media Group Ltd., Talent Account Manager
- 2016 - 2017  
MITTE Communications Ltd., Senior Account Manager
- 2017 - 2017  
Trinity International Communications Ltd., PR manager

### Awards, titles, honors

- 2013, The Economics section of the National Scientific Student Research Projects- 1st place

## Language skills

Language	Speaking	Writing	Reading	Media appearance
English	Advanced	Advanced	Advanced	Yes

# Colleague CV: Dr. Galla Daniella Dominika

German	Intermediate	Intermediate	Intermediate	
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## Research, professional activity

### Major taught courses or fields of education:

Marketing, Marketing communication, Online and Digital marketing

### Field of science and discipline:

organization science

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### Current fields of research:

Creative Education System, Designcommunication, Design thinking

### Major research projects

- 2017 - , EFOP-3.6.1-16-2016-00013, Institutional Developments for Intelligent Specialization at the Székesfehérvár Campus of Corvinus University of Budapest  
Form of participation: member of the research team  
Moneylender: EFOP (Human Resources Operative Programme)  
Further info about research: Living Lab means that we establish a knowledge center which provides infrastructure and space for volunteer projects, who engaging in the designcommunication education program or series of workshops will facilitate the development of local innovative enterprise that solve special local issues.
- 2018 - , H2020-788047:  
Form of participation: member of the research team  
Moneylender: European Commission Horizon 2020 Programme  
Further info about research: [https://cordis.europa.eu/project/rcn/214910\\_en.html](https://cordis.europa.eu/project/rcn/214910_en.html)

## Publications

- [Publications can be found at Magyar Tudományos Művek Tára \(MTMT\)](#)

## Contacts

E-mail address: [daniella.horvath@uni-corvinus.hu](mailto:daniella.horvath@uni-corvinus.hu)

Personal webpage: [oktato.uni-corvinus.hu/daniella.horvath/en](http://oktato.uni-corvinus.hu/daniella.horvath/en)

## Other professional profiles

LinkedIn: <https://www.linkedin.com/in/daniella-dominika-horvath-757b3554/>

MTMT: <https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=10061531>