

# ILONA KRAFT

---

Budapest, HUN | +36 20 507 18 23 | [ilona.kraft@gmail.com](mailto:ilona.kraft@gmail.com) | [linkedin.com/in/ilokraft](https://www.linkedin.com/in/ilokraft)



## OBJECTIVE

---

As a consultant provide the best value to our clients. Help further strengthen and develop the tourism infrastructure in Central Eastern Europe.

## EDUCATION

---

Maastricht University  
Msc. Human Decision Science (*ongoing*)

Corvinus University of Corvinus  
Bachelor of Arts in Business Administration, minor in Environmental Economics  
*Selected to represent the University at the international Cases-IT competition held by University of Minnesota (CoMIS 2017)*

## WORK EXPERIENCE

---

- 06/2017 - Consultant | KRAFT & ASSOCIATES  
Negotiated and completed a Management Contract.  
Obtained 4 Indicative Offers while in charge of financing negotiations (€6.5 million).  
Financial projections for a Grant application (74 key hotel in Fonyód, Hungary).  
Established a partnership with a construction company in Moldova.
- 11/2016 - 3/2017 Project Manager | ERDY COURIERS Budapest, HUN  
Developed business plan that raised interest of investors.  
Recruited 2 interested couriers, a mentor and a software developer.  
Oversaw the application development process.
- 6/2016 - 8/2016 Hostess | SKIPPER'S DOCKSIDE Key Largo, FL  
More fluid waitlist management because of my suggestion to adjust process.
- 9/2015 - 4/2016 Sales Analyst | SILVER VASE INC Homestead, FL  
Set up and managed cash and carry concept for wholesale orchid sales.  
Helped choose and implement POS system, designed sales and purchasing processes, involved in accounting.  
Managed over 50 customers, > \$ 10,000/week.
- 7/2013 – 6/2015 Junior Consultant | KRAFT & ASSOCIATES Budapest, HUN  
Designed hotel development concepts that made financial sense given certain conditions. Started business development in neighboring countries.

## LEADERSHIP AND COMMUNITY ENGAGEMENT

---

- 2018 Teaching at the Maastricht Refugee Project.
- 2015 Romanian-Hungarian Chamber of Commerce | Founding Member
- 2010 - 2013 AIESEC Hungary | Middle Manager – Coordinator – National Support Team Member  
2x exchange rate y.o.y. and 3x trainee satisfaction levels y.o.y.  
Started social media presence for local chapter.  
100% budget realization, 5 new partnerships in managed project.

## OTHER INTERESTS. SKILLS AND ATTITUDES

---

### Other Interests

- Decision making and behavioral- neuro economics (*how, and why do people make the decisions they do?*). including the psychology of human decision making and game theory.
- Bridge<sup>1</sup> - I represented Peru in the 2008 World Mind Sports Games, and continue to play socially
- Cultural differences - having lived in 3 continents: North America, South America and Europe, and worked all over Central Eastern Europe

### Skills

- Structured and critical thinking through solving Business Cases
- Problem Solving in challenges during work experiences
- Communication and presentation to existing and potential clients
- Networking, business development, sales in personal and professional life
- Consultancy:
  - o Hotel valuation, financial analysis
  - o Hotel Conceptualization
  - o Business Plan and Financial Projections
  - o Feasibility Studies
- Research:
  - o Critical evaluation of economic, business and psychology papers especially in tourism field;
  - o STATA, some SPSS;
  - o Survey Questionnaire, primary research techniques;
  - o Experience working in teams to write empirical and experimental research paper

### Attitudes

- Attention to detail
- Solution oriented
- Team player
- Preference for quality over quantity
- Driven to learn, to achieve
- Integrity in both personal and professional life

---

<sup>1</sup> The strategic card game