



TAMÁS LAJOS SZALAY

architect of brands and ideas

CONTACT

based in Budapest
and Brussels

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LANGUAGES

Hungarian ☒ ☒ ☒ ☒ ☒

English ☒ ☒ ☒ ☒ ☐

German ☒ ☒ ☒ ☐ ☐

PROFESSIONAL FOCUS

Strategic & Creative
Communication

News Gathering
& Editorial Judgment

Public & EU-Affairs

International Projects

Branding

SUMMARY

Senior communications, public affairs and media professional with extensive experience spanning journalism, European affairs, political communication, strategic advisory and creative brand development.

Former journalist and parliamentary correspondent with a long-standing editorial background, followed by a decade of senior-level work in the European Parliament as Chief of Cabinet to a Hungarian Member of the EP.

Currently active in strategic and creative consultancy, international project coordination, communications planning and content development. Combines editorial judgement, institutional experience and strategic communication with a strong interest in visual identity, branding, publishing and emerging AI-driven communication tools.

Particularly experienced in turning complex political, institutional or professional subjects into clear narratives, effective communication strategies and high-quality written and visual content.

EDUCATION

University of Pécs (2026)

Faculty of Business & Economics

Artificial Intelligence in Marketing (postgraduate diploma)

Budapest Metropolitan University (2021)

New Media Graphic Designer (postgraduate diploma)

National Institute of Graphology (2013)

Graphologist (accredited qualification)

Corvinus University of Budapest (2011)

Election Expert (postgraduate diploma)

Eötvös Loránd University (2004)

Library Science (university degree / 4-year programme)

Kossuth Lajos Secondary School (1999)

German bilingual class

CORE SKILLS

Strategic and Executive
Communication

Public & EU Affairs

Political Communication

Media Relations

Writing & Editing

Visual Communication

Content Development

Publishing

Visual Identity

Publication Design

Generative AI Tools

AI-supported Research

CMS Platforms

Adobe Creative Suite

(SELECTED) BOOKS

A kampányguru

(*The campaign guru*)
- political novel (2013)

Szerelmem, Skócia!

(*My love, Scotland*)
- collection of poetry /
charity project (2008)

Hazugságok barikádjain

(*On the barricades of lies*)
- documentary (2006)

Gilbert (*The true story of
an exposed Hungarian spy*)

- documentary (2006)

Skócia / Scotland

(*In the land of kilts and men*) -
travel book (2003)

EXECUTIVE & PROFESSIONAL TRAINING

University of Edinburgh Business School (2023)

Future of Marketing (short course)

SKVOT Creative Education Platform (2023)

typography (professional training)

University of the Arts London / Chelsea College (2021)

Brand Management (short course)

Quadriga University of Applied Sciences (2016)

European Public Affairs (short course)

London School of Journalism (2012)

Internet Journalism (short course)

PROFESSIONAL EXPERIENCE

Early Morning News Editor / Hungary (2026-present)

themediabrief.com

Senior Strategic & Creative Adviser (2024-present)

Capital European Affairs, Brussels

Independent Consultant / Founder (2024-present)

szalay.scot

Chief of Cabinet to MEP István Ujhelyi (2014–2024)

European Parliament, Brussels (EU/Belgium)

Journalist // Video Editor //

Parliamentary Correspondent (2009–2014)

Népszabadság (Hungary)

Journalist // Editor

Parliamentary Correspondent (2003–2009)

Népszava (Hungary)

Journalist // Editor (1998–2003)

Blikk / Vasárnapi Blikk

(SELECTED) ACHIEVEMENTS

ARC Exhibition: Selected Exhibitor // 2023–

Runner-Up / The Best Brand Award // 2024

Journalist of the Year (Népszabadság) // 2009

Journalist of the Year (Népszava) // 2003