

LIGIA ANDREI

Profile

Hello!

Here is a little about myself. I am an avid world traveler, problem solver, sports enthusiast, passionate researcher and reader. I am eager to learn new things, to meet new challenges. I can't put into words my love for french fries and ice cream. I'll always have a soft spot in my heart for vintage cars and the sea.

Experience

Senior Client Manager

Cormack Consultancy Group | December 2021 - Present

Managing a portfolio of international university partnerships

Developing strategies to strengthen and expand relationships with key universities

Acting as the main point of contact for senior executives and stakeholders from academic institutions

Identifying potential international university partners aligned with the client university's goals and values

Working closely with universities to design tailored academic programmes that meet their unique needs and requirements

Facilitated effective communication between universities and internal teams
Overseeing the implementation of partnership projects, ensuring milestones were met and deliverables were of high quality

Managing complex issues and challenges that arose during the course of partnerships, resolving them in a diplomatic and effective manner


Mitigating potential risks by proactively identifying and addressing concerns
Staying informed about international education trends, regulatory changes, and industry best practices

Cultivating relationships with external stakeholders, including government bodies, accreditation agencies, and industry associations, to support partnership goals

Collaborating with the business development team to identify new market opportunities and expansion possibilities

 **www.ligiaandrei.com**
March 2016 - Present

Personal Website - built by myself

 Self-taught WordPress Developer skills

(NGO) Marketing Director and Co-Founder

 180 Degrees Consulting Cluj -Napoca
August 2014 - Present

Skills

Excellent multitasking skills ★★★★★

Team player ★★★★★

Good time-management ★★★★★



Critical thinker and problem-solving skills ★★★★★

Excellent analytical skills ★★★★★

Strong interpersonal skills and extremely resourceful ★★★★★

Proven ability to solve problems creatively ★★★★★

Contact

 Cluj-Napoca
 ligiaandrei@gmail.com

Assistant Client Manager

[Cormack Consultancy Group](#) | March 2021 – December 2021

Assisting in building and maintaining strong relationships with clients
Acting as a point of contact for client inquiries, addressing their needs promptly and professionally
Conducting regular check-ins with clients to ensure their satisfaction and gather feedback
Assisting in managing a portfolio of client accounts, tracking their needs, preferences, and business goals
Supporting the preparation and delivery of account reviews and performance reports
Collaborating with the Client Manager to communicate important updates, information, and relevant industry insights to clients
Assisting in resolving client issues and concerns in a timely and effective manner, ensuring high levels of client satisfaction
Maintaining accurate and up-to-date records of client interactions, agreements, and communications
Assisting in training new clients on services and guiding them through the onboarding process
Acting as a liaison between clients and different departments, coordinating efforts to meet client needs
Staying up-to-date with industry trends, best practices, and new technologies to provide valuable insights to clients

Copywriter

[Trend Communication SRL](#) | April 2019 – October 2020

Interpretation of customer briefs
Development of creative ideas and concepts
Responsible for generating the words, slogans and audio scripts that accompany advertising visuals
Writing original, persuasive advertising texts
Writing names for products, services
Writing texts for materials such as: posters, brochures, flyers, product catalogs, banners, audio / video spots, landing pages, social media
Writing scripts adapted for audio / video materials needed for promotion campaigns
Writing texts adapted to events such as: press releases, speeches
Adapting the message of a campaign for all means of promotion

Online Newspaper Editor

[www.afaceri.news](#) | April 2020 – October 2020

Content Creator
Create, manage and edit daily news, special news stories and periodical items
Reading content submissions, editing for spelling, punctuation and grammar

Social Media specialist

[Trend Communication SRL](#) | January 2017 – October 2020

Developing and implementing Social Media strategy
Setting up and optimizing company pages within each social media platform
Defining most important social media KPIs
Creating consistent, meaningful content on all social media platforms
Staying up to date with the latest social media best practices and technologies

Project Manager

Trend Communication SRL | November 2014 - October 2020

Planning and defining project goals and objectives

Customer management

Manage the relationship with the client and all stakeholders

First point of contact for the client's image problems

Perform risk management to minimize project risks

Permanent communication on project based activities

Developing and managing a detailed project schedule and work plan

Predicting resources needed to reach objectives and managing resources in an effective and efficient manner

Managing contracts with vendors and suppliers by assigning tasks and communicating expected deliverables

Create and maintain comprehensive project documentation

Monitoring progress and making adjustments as needed

Measure project performance to identify areas for improvement

Media Analyst

Trend Communication SRL | August 2014 - October 2020

Media monitoring

Daily briefing on the most important topics in the media for the client's interest

PR reports on the client's activity in the media

Monitoring the activity of direct competitors of clients in the media

Consulting offered to clients on image issues

Education

PhD Candidate: Communication Science and Neuromarketing

Babeş-Bolyai University, Cluj-Napoca | October 2016 - Present

Faculty of Political, Administrative and Communication Sciences;

Field: Communication Science

Thesis title: Visual Communication And Sustainability In The Decision-Making Process. Analysing Perception Of Packaging Design As A Strategic Communication Element

Master Degree: Communication Science, Advertising and PR Specialist

Babeş-Bolyai University, Cluj-Napoca | October 2014 - July 2016

Faculty of Political, Administrative and Communication Sciences;

Field: Communication Science

Dissertation Thesis: The Role of Emotions in Consumer Decision-Making Process. Positive Emotion and Negative Emotion

Bachelor's degree: Communication Science, Advertising and PR Specialist

Babeş-Bolyai University, Cluj-Napoca | October 2011 - July 2014

Faculty of Political, Administrative and Communication Sciences;

Field: Communication Science

Bachelor Thesis: The Conscious and The Unconscious in the Decision-Making Process

Distinctions

CERTIFICATE OF EXCELLENCE IN INTERDISCIPLINARY RESEARCH OBTAINED WITHIN THE STUDENT COLLEGE FOR ACADEMIC PERFORMANCE;

STUDENT EXCELLENTIA - BABEȘ-BOLYAI UNIVERSITY FOR THE WHOLE ACTIVITY, INVOLVEMENT AND DEDICATION IN THE ACADEMIC COMMUNITY;

1ST PRIZE AT INTERNATIONAL CONTEST "HEALTHY EATING HABITS" POSTERS SECTION;

1ST PRIZE AT INTERNATIONAL CONTEST "HEALTHY EATING HABITS" PLASTIC COMPOSITION SECTION;

1ST PRIZE AT INTERNATIONAL CONTEST "HEALTHY EATING HABITS" PRESENTATION SECTION;

Projects

- 11/10/2019 - 20/10/2019 **YOUTHPASS FOR YOUTH EXCHANGES - ERASMUS+ INTERNATIONAL PROJECT „PLASTIC PLANET NO!"**
Youth Exchange with 35 young people from Croatia, Macedonia, Turkey, Romania and Portugal, in Sibenik, Croatia
- 15/09/2018 - 24/09/2018 **YOUTHPASS FOR YOUTH EXCHANGES - ERASMUS+ INTERNATIONAL PROJECT „AGROYOUTH SECOND EDITION"**
Youth Exchange with 36 young people from Bulgaria, Croatia, Italy, North Macedonia, Romania and Turkey, in Tisno, Croatia
- 22/09/2017 - 01/10/2017 **YOUTHPASS FOR YOUTH EXCHANGES - ERASMUS+ INTERNATIONAL PROJECT „AGROYOUTH"**
a Youth Exchange with 25 young people from Bulgaria, Croatia, Former Yugoslav Republic of Macedonia (FYROM), Italy, and Romania, in Murter, Croatia
- 14/03/2014 - 23/03/2014 **YOUTHPASS FOR YOUTH EXCHANGES - ERASMUS+ INTERNATIONAL PROJECT „ME, MYSELF AND I... AND THE COMMUNITY"**
a Youth Exchange with 36 young people from Croatia, Former Yugoslav Republic of Macedonia (FYROM), Italy, Portugal, Romania, Serbia, and Spain, in Strumica, Macedonia

Volunteer work

(NGO) Marketing Director and Co-Founder

180 Degrees Consulting Cluj-Napoca;
August 2014 - Present

Comedy Cluj International Film Festival

Subtitling Department - French;

AROBS Transilvania Marathon

Powered by Runners Club;

„Jazz in the Park"

Asociația Fapte;

Comedy Cluj International Film Festival

Social Media Department;

Cluj Shorts

Radu Sălcudean and Asociația Culturală Ciorchin;

„Nimeni nu Doarme - 1st Edition” and „Nimeni nu Doarme - 2nd Edition”

Creative Monkeyz;

Volunteer work

Asociația Autism Transilvania

Publications

Book

Book: Conștientul și inconștientul în luarea deciziei de cumpărare

Ligia Maria Andrei

Article

Academic Book Review: Restitutio Grigore Pletosu

Ligia Andrei

Article

Neurophysiology Of Emotions: The Use Of Emotions In Advertising Strategies. Romanian Association of Young Scholars – RAYS 3/2017;

The Design Of Packaging And Its Emotional Impact On Purchasing Behaviour: An Analysis Of Sensory Advertising. Annales Universitatis Apulensis Series Oeconomica 24(2)/2022;

The Impact of Packaging on Consumer Purchasing Decisions: An Integrative Analysis of Affective and Behavioural Factors. Hyperion Economic Journal 10(1)/2023;

Article

Enhancing Visual Communication and Consumer Choices. A Theoretical Overview on the Role of Packaging in the Decision-Making Process. Styles of Communication 15(2)/ 2023

Ligia Andrei

Conferences



International Students Conference on Communication – ISCC 2023;



International Conference on Management, Economics, and Accounting 15th Edition – ICMEA 2023;



"Neurophysiology Of Emotions: The Use Of Emotions In Advertising Strategies"

IIDC2017 International Interdisciplinary Doctoral Conference (Romanian Association of Young Scholars – RAYS);



'Persuasion Advertising Strategies: The Use of Fear in Advertising in the Context of Changing Attitudes"

CISP International Conference of Psychology Students;

Workshops

- ✓ Digital workshop „ Introduction in Facebook Business Manager & Facebook Ads for NGOs”, Cluj-Napoca
- ✓ International workshop „Urban Redevelopment in Former Communist Cities through Cultural Events”
- Thomnson's workshop
- ✓ CISP International Conference of Psychology Students workshops „ Explore Science and History using Web of Science ”
- ✓ Personal Development and motivation workshops Powered by 180 Degrees Consulting Cluj-Napoca and Smart HR;
- ✓ „Leading Social Impact”
- ✓ „How to be a good consultant” NGOs workshop
- ✓ „ELSA Training Days” European Law Students' Association

Digital competences

- ✓ Microsoft Office;
- ✓ Adobe Premiere;
- ✓ Adobe Photoshop;
- ✓ Content management system (CMS) written in PHP - Wordpress Editor;

Languages

 English - C1

 French - A1