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## WORK EXPERIENCE

### Marketing Associate Teacher

20/02/2022 – 01/07/2024

Babeş-Bolyai University |  Cluj-Napoca, Romania

**Subjects:** Basics of Marketing, Marketing in trade.

#### Responsibilities:

- didactic teaching activities,
- assessment activities,
- collaboration with the entire staff in the educational activity.

### Marketing manager

01/11/2019 – 30/04/2020

## Addo Visualization (Kitchen Cabinets 3D Rendering)

 Cluj-Napoca, Romania

- Content creation
- Database Management
- Social Media Marketing strategies (e.g.: campaigns) on Facebook, Instagram, LinkedIn, Pinterest
- Minimal Design Skills
- I communicated with those who followed the pages
- I wrote articles
- E-mail Marketing

## Social Media Manager

01/07/2019 – 01/07/2020

Marile Cărți  București, Romania

- I was in charge of managing the Facebook page of a well-known public person from Romania. The page has 71.000 followers.
- I worked on the Instagram account of a well-known Romanian politician. This account is for educational and motivational purposes (personal development), offering online courses in different fields to those interested.
- I took care on a daily basis of posts.
- Increase the number of followers with hashtags, follow, tagging, regular postings, collaborating with others who have common concerns.
- I was in charge of communicating with those who follow the page.
- I was passionate about it and it motivated me to see that the page is grow day by day.

## Internship

01/08/2018 – 30/08/2018

Libero Events  Cluj-Napoca, Romania

- I had the opportunity to be near a professional team that deals with the organization of events with hundreds of participants. Here I learned things about organizational strategy.
- I worked in WordPress, edited articles and then published them.

## HR ADMIN

01/07/2018 – 31/07/2018

Celestica  Oradea, Romania

- Assisting in interviewing the candidates.
- I worked in Excel where I made databases with new employees. Here I have entered data that shows their level in different fields and information about them.
- I handled the files / documents of the employees of this multinational. I made sure they are complete, updated, correctly ordered.
- I helped with the recruitment process.
- I help the staff in administrative work.

## Advertising copywriter

01/04/2019 – 31/07/2019

Balloon Events |  Oradea, Romania

- I worked at the content part of the site for those from Balloon Events, an event organizing company.
- As a result of the work done, I brought many more visitors to the page.

## Intern - Marketing

01/07/2017 – 01/09/2017

11Digits |  Oradea, Romania

- Market research
- Database – I have created a database with thousands of potential clients.
- Email marketing – After I had the database, I contacted them in this way.
- Canva (design) – With the help of this program, I edited photos for the company website.
- Copywriting – With some experience in this content strategy, I wrote articles that had keywords to improve the SEO score.
- SEO basics.

## Intern

01/02/2017 – 28/02/2017

BRD - Groupe Société Générale |  Oradea, Romania

- I studied and assimilated the money flow (from the cash collection to the deposit into accounts) and various interbanking processes.
- I have been part in the archiving process according to the banking regulations.
- I provided support with various administrative tasks.

## Voluntary

01/03/2020 – 05/03/2020

Global leadership summit |  Cluj-Napoca, Romania

Tasked with helping the team, organize and welcome guests at the event while also preparing the conference room and all the logistics involved. Initiated communication and collaboration among other volunteers for increased efficiency.

## EDUCATION AND TRAINING

### Griffiths School of Management, Emanuel University

01/10/2016 – 01/06/2019

Bachelor in Management |  Oradea, Romania

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<https://emanuel.ro/>

### Babes-Bolyai University

01/10/2019 – 01/07/2021

Master in Marketing (SPMK) |  Cluj-Napoca, Romania

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<https://econ.ubbcluj.ro/>

### Babes-Bolyai University

01/10/2021 – Current

PhD student (Marketing) |  Cluj-Napoca, Romania

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<https://econ.ubbcluj.ro/>

## LANGUAGE SKILLS

### Mother tongue(s)

**Romanian**

### Other language(s)

|         | Listening                 | Reading                   | Spoken<br>interaction     | Spoken<br>production      | Writing                   |
|---------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| English | C1:<br>Proficient<br>User | C2:<br>Proficient<br>User | C1:<br>Proficient<br>User | C2:<br>Proficient<br>User | C1:<br>Proficient<br>User |

## SKILLS

Time Management | Microsoft Powerpoint | Microsoft Excel | Communication |  
Teamwork | Leadership | Microsoft Word | Active Listening |  
Organization Skills | Flexibility | Problem Solving | Content Marketing |  
Teaching Skills

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