

Teodora Sevastru

CONTACT

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PERSONAL PROFILE

I am an experienced marketing manager with over 6 years experience in the industry, acquired from an array of businesses, my duties from previous roles include digital marketing, offline marketing, outbound and inbound marketing.

I am creative and strategic and I have a proven track record of working to set deadlines and targets.

These days I am developing the marketing & events strategy for a local wine e-shop, also vlogging about cryptocurrency and blockchain technology.

I have recently launched my first Etsy shop, with the paintings I create on drum skins.

KEY QUALITIES/ SKILLS

- Excellent interpersonal skills with the ability to communicate with people at various levels
- Flexible, adaptable and always eager to learn more
- Well developed time management skills
- Always willing to help others
- Reliable and funny

Computer Skills and qualifications

- Microsoft Office, Photoshop, Dreamweaver
- Google Analytics, Flurry
- Mail Chimp, Campaign Monitor, Sendgrid, Pardot, Salesforce
- Wordpress, Drupal
- Prezi
- Jira
- Cambridge Advanced English Diploma & Basic German diploma
- Coursera Gamification online course diploma

LANGUAGES

- English (fluent in speaking, comprehension, writing)
- French (medium in speaking, comprehension, writing)
- Italian (basic in speaking, comprehension, writing)
- Spanish (medium in speaking & comprehension, basic in writing)
- Greek (basic in speaking, comprehension, writing)

WORK EXPERIENCE

HANTEC MARKETS

December 2014 — January 2017

DIGITAL MARKETING MANAGER

- Managing the company's website statistics, updates. Collaborating with my superior for the new website project that included briefing agencies, creating requirements and user stories, occasional wire frames, testing and maintaining. I am also responsible for creating new pages whenever there is a need for it.
- Creating, implementing various campaigns to maximise awareness and ROI
- Managing the company's social media channels to improve the online presence;

developing strategies to bring more leads. I have created a company's persona for our social media and managed to grow the followers, especially on Twitter and LinkedIn, which in the end transformed into leads

- CRM (occasionally creating new templates design and concepts, user flows) using Pardot, a Salesforce marketing automation tool; creating drip programs in order to nurture our leads, tracking our performances using tracking links, analysing our leads' web sources and developing marketing strategies based on results
- Creating and enhancing Hantec Markets' brand awareness through distributing specialised trading content, written by the company's market analyst, along with organising various corporate daily videos and webinars
- Establishing contact with media broadcasters and producers within the economical and financial industry for interviews with our market analyst
- Liaising with SEO&PPC agencies, with CPL companies for best results and with industry's major advertisers
- Designing and also providing tasks for designers depending on current needs
- Creating and implementing online strategies such as re-branding the company's approach towards its existing and potential clients, as a transparent and client orientated broker.
- Creating and implementing offline strategies such as adopting a Corporate Social Responsibility approach by education. I have organised for our Chief Market Analyst to delivered 4 forex introduction seminars at Reading University, where we interacted with students and made our brand visible through good content delivery. The result was creating a good relationship with the University, articles, growing the number of opening demo and live accounts, electing an intern for the summer.

EVOZON

2013 — 2014

MARKETING SPECIALIST & BUSINESS ANALYST

- Managing 7 websites that could potentially became part of the re-branding process of Evozon: creative concept, wire-framing, marketing strategy & new media actions, testing & launching.
- Implementing integrated campaigns for various products within the company
- Sales and marketing for the first Romanian online booking platform: (www.calendis.ro)
- Creating, managing social media accounts and networking for www.wordocloud.com, www.propertybook.ro. In just one month, the website's unique visits have doubled and the Facebook page has gathered 400 new fans; Growing the online presence and downloads for the the mobile game Chickens can't fly and generating up-sales (40%) for www.didtheyreadit.com through a new landing page: marketing strategy, wire-frames
- Business analysis, gathering the requirements, developing wire-frames accordingly to the requests and the online trends. Also, establishing a good work synergy between the client and our developing team. Clients: Northern Safety, Business Monitor International, PRMA, Delticom.
- For Northern Safety I was their business analyst for 6 months and the scope of the project was to improve their e-commerce website, improving the user journey and experience throughout the website, starting with the shopping cart. The approach was mobile first and to the latest standards at the time.

MEDIATIC WEB AGENCY

2013 — 2013

MARKETING SPECIALIST & SOCIAL MEDIA ADMINISTRATOR

- Managing social media accounts for the agency's clients and boosting their e-commerce business through social incentives
- Increasing Mediatic's online presence through marketing the brand on LinkedIn and Instagram.
- Increasing the company's Facebook presence with almost 200 likes and engaging with the fans.

BELMORE VIRTUAL ASSISTANTS

2013 — 2013

MARKETING SPECIALIST

- Managing the client's Social Media accounts and finding potential clients and marketing the company's services.
- Dealing with customer support and selling to the existing clients social media services, for which the majority has accepted, as well being part of the re-branding process which was completed with new visuals and website.

FANTASMAGOG - TALENT/ARTISTIC LABEL

2012 — 2013

MARKETING SPECIALIST & SOCIAL MEDIA ADMINISTRATOR

- Negotiating entertainment contracts and closing them, as well managing the online shop and his social media accounts.
- Copy-writing the blog articles and creating the strategy for the online and offline campaigns.

SAFEWAY INTERNATIONALIMPEX/SAFEWAY FASHION (BOSSINI)

2011 — 2012

MARKETING & SOCIAL MEDIA ADMINISTRATOR

- Proposing and developing the re-branding strategy and development of company's own brand - Home Garden (judging the pitch and collaborating with several agencies).
- Creating and administrating Home Garden's and Bossini social media accounts.
- Analysing the market trends for preserved goods, providing sales reports, goods ordering, increasing the brand's awareness.

IULIUS MANAGEMENT CENTER

2010 — 2011

MARKETER AND PR ASSOCIATE

- Maintaining a link between operators and Iulius Mall administration, being involved in all situations and problems faced by the mall tenants, as well providing useful information for the shopping centre customers; managing suggestions and complaints.
- Participating in all Iulius Mall campaigns and events starting from the concept to the actual implementation.
- CRM, social media management, increasing Iulius Mall's online awareness; in the first week in the position I was able to increase the Facebook fans from 300 to 5.000 (organic).
- I have established a contract based collaboration with 3 of the most influential bloggers and have done copy-writing for the mall's campaigns, radio spots, visual materials.
- Creating analysis reports for internal and external events, creating reports for the company's boost sales campaigns.

EDUCATION

DEGREE IN MARKETING AND PUBLIC RELATIONS

October 2006 — June 2009

FACULTY OF ECONOMICAL SCIENCES AND BUSINESS MANAGEMENT "BABES-BOLYAI" UNIVERSITY

**BACHELORS DEGREE IN
NATURAL SCIENCES**

September 2002 — June 2006

"DR. IOAN MESOTA" HIGHSCHOOL

**HOBBIES/
INTERESTS**

I enjoy travelling and observing other cultures' habits, while exploring the local cuisine. Being a creative person, art has always been a needed oasis for me and not only I adore to admire it but also to create it.