

# CURRICULUM VITAE

## PERSONAL INFORMATION

Name **Georgiana-Andreea Branzei**  
Address **6, Ciobanului Str., Ap. 93, Cluj-Napoca, Cluj, 400531, Romania**  
Telephone **+40742695161**  
E-mail **georgiana.branzei@gmail.com**  
Nationality **Romanian**  
Date of birth **July 9, 1985**

## WORK EXPERIENCE

- Dates from - to **June 2008-present**
- Name of employer **GeorgianaBranzei.com**
- Type of business or sector **Digital Marketing**
- Occupation or position held **Freelance Digital Marketing Consultant & Content Creator**
- Main activities and responsibilities
  - Customized online marketing services;
  - Creating, managing, monitoring and optimizing PPC campaigns;
  - Social media page creation and management;
  - Marketing and communication strategy – elaboration and implementation;
  - Content creation and Copywriting.
  
- Dates from - to **August 2014-present**
- Name of employer **RSC Consulting**
- Type of business or sector **Life-Long Learning**
- Occupation or position held **English Language Trainer**
- Main activities and responsibilities
  - Delivering English Language courses and Communication modules to adult learners;
  - Providing relevant course materials and exercises;
  - Assessing the learners practical and theoretical knowledge.
  
- Dates from - to **October 2015-November 2016**
- Name of employer **BAWA Evolution**
- Type of business or sector **Services**
- Occupation or position held **Marketing Manager**
- Main activities and responsibilities
  - Elaborating and implementing the company's marketing plan;
  - Content creation and Copywriting;
  - Complete management of the written content of [www.cabinefoto.ro](http://www.cabinefoto.ro);
  - Business communication with national and international partners;
  - Social Media management;
  - On-page SEO;
  - Creating and managing online marketing campaigns;
  - Elaborating promotional materials (online, offline);
  - Developing user attraction and retention techniques;
  - Contributing to re-branding activities.
  
- Dates from - to **May 2014-October 2015**
- Name of employer **RSC Consulting**
- Type of business or sector **EU-funded projects implementation**
- Occupation or position held **Entrepreneurship Specialist**
- Main activities and responsibilities
  - Entrepreneurship assistance and consulting activities;
  - Customized entrepreneurship services;
  - Ensuring the proper organization of Entrepreneurship training sessions;
  - Organizing entrepreneurship assistance and consulting seminars and workshops;
  - Elaborating a Rural Entrepreneurship Guide.

<ul style="list-style-type: none"> <li>• Dates from - to</li> <li>• Name of employer</li> <li>• Type of business or sector</li> <li>• Occupation or position held</li> <li>• Main activities and responsibilities</li> </ul>	<p>October 2013-April 2014</p> <p>HR Franchising</p> <p>E-commerce</p> <p>Online Content Manager</p> <ul style="list-style-type: none"> <li>- Full content management for www.chicville.ro;</li> <li>- Complete revision and editing of product descriptions;</li> <li>- User behavior reporting and analysis;</li> <li>- Proposals for a better user experience on the website;</li> <li>- On-page SEO;</li> <li>- Product management;</li> <li>- Lead generation: pre-sale marketing;</li> <li>- E-mail marketing campaigns;</li> <li>- Contributing to the reaching of marketing and sales targets;</li> <li>- Market research.</li> </ul>
<ul style="list-style-type: none"> <li>• Dates from - to</li> <li>• Name of employer</li> <li>• Type of business or sector</li> <li>• Occupation or position held</li> <li>• Main activities and responsibilities</li> </ul>	<p>May 2012-June 2013</p> <p>ARPA media</p> <p>IT – mobile &amp; web development</p> <p>Marketing Specialist/ Department Coordinator</p> <ul style="list-style-type: none"> <li>- Elaborating and updating the company's marketing strategies and policies;</li> <li>- Coordinating and supervising the activity of the members of the Marketing &amp; Content Department;</li> <li>- Re-structuring and re-organizing of the workflows within the Department;</li> <li>- Ensuring the implementation and achievement of the company's approved marketing plan;</li> <li>- Marketing budgets management and optimization;</li> <li>- Elaborating and implementing online marketing campaigns for in-house products;</li> <li>- Contributing to the reaching of in-house products sales;</li> <li>- Developing user attraction and retention techniques;</li> <li>- Business communication with international collaborators;</li> <li>- Content creation and Copywriting;</li> <li>- Branding: brand building and consolidation (online, offline).</li> </ul>
<ul style="list-style-type: none"> <li>• Dates from - to</li> <li>• Name of employer</li> <li>• Type of business or sector</li> <li>• Occupation or position held</li> <li>• Main activities and responsibilities</li> </ul>	<p>August 2010-May 2012</p> <p>Flavor Media (formerly: Prime Time seo)</p> <p>Online Marketing</p> <p>Online Marketer</p> <ul style="list-style-type: none"> <li>- Creating, managing and optimizing paid advertising campaigns for presentation websites, online catalogs and online shops;</li> <li>- KPI reporting and analysis;</li> <li>- Content creation and copywriting;</li> <li>- Social Media management;</li> <li>- E-mail marketing campaigns;</li> <li>- Basic on-page and off-page SEO;</li> <li>- Increasing the number of leads for the employer;</li> <li>- Contribution to the achievement of the online marketing objectives of the company and clients.</li> </ul>
<ul style="list-style-type: none"> <li>• Dates from - to</li> <li>• Name of employer</li> <li>• Type of business or sector</li> <li>• Occupation or position held</li> <li>• Main activities and responsibilities</li> </ul>	<p>November 2009-July 2010</p> <p>Media 23</p> <p>Online recruitment</p> <p>Marketing Assistant</p> <ul style="list-style-type: none"> <li>- Creating and managing the entire written content of the online platform;</li> <li>- Implementing online and offline promotion strategies for the website;</li> <li>- Elaborating and creating promotional materials;</li> <li>- Complete change of the website interface colors;</li> <li>- Increasing the number of visitors on the platform.</li> </ul>

## EDUCATION AND TRAINING

<ul style="list-style-type: none"> <li>• Dates</li> <li>• Name and type of organisation providing education and training</li> </ul>	<p>2016-2018 (expected graduation)</p> <p>Babes-Bolyai University, Cluj-Napoca, Romania</p> <p>Faculty of Mathematics and Computer Science</p>
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<ul style="list-style-type: none"> <li>Principal subjects/occupational skills covered</li> <li>Title of qualification awarded</li> <li>Level in national classification</li> </ul>	<p>Client-side web technologies (HTML, CSS, JavaScript), Server-side web technologies (PHP), Programming Structures, Programming Languages &amp; Platforms (Python, Java, C++, .NET)</p> <p>Postgraduate degree</p> <p>7 EQF</p>
<ul style="list-style-type: none"> <li>Dates</li> <li>Name and type of organisation providing education and training</li> <li>Principal subjects/occupational skills covered</li> <li>Title of qualification awarded</li> <li>Level in national classification</li> </ul>	<p>2009-2010</p> <p>Babes-Bolyai University, Cluj-Napoca, Romania</p> <p>Faculty of Business</p> <p>Marketing, Management, E-commerce</p> <p>MBA – Business Administration</p> <p>7 EQF</p>
<ul style="list-style-type: none"> <li>Dates</li> <li>Name and type of organisation providing education and training</li> <li>Principal subjects/occupational skills covered</li> <li>Title of qualification awarded</li> <li>Level in national classification</li> </ul>	<p>2008-2009</p> <p>Central European University, Budapest, Hungary</p> <p>International Relations, European Studies, Global Economy</p> <p>MA – International Relations and European Studies</p> <p>7 EQF</p>
<ul style="list-style-type: none"> <li>Dates</li> <li>Name and type of organisation providing education and training</li> <li>Principal subjects/occupational skills covered</li> <li>Title of qualification awarded</li> <li>Level in national classification</li> </ul>	<p>2004-2008</p> <p>Babes-Bolyai University, Cluj-Napoca, Romania</p> <p>Faculty of European Studies</p> <p>Decision-making in the EU, Geopolitics, Multiculturalism, EU institutions</p> <p>BA – International Relations and European Studies</p> <p>6 EQF</p>
<ul style="list-style-type: none"> <li>Dates</li> <li>Name and type of organisation providing education and training</li> <li>Principal subjects/occupational skills covered</li> <li>Title of qualification awarded</li> <li>Level in national classification</li> </ul>	<p>2004-2008</p> <p>Babes-Bolyai University, Cluj-Napoca, Romania</p> <p>Faculty of European Studies</p> <p>USA History, Transatlantic Relations, Political Science, World Economy</p> <p>BA – American Studies</p> <p>6 EQF</p>
<ul style="list-style-type: none"> <li>Dates</li> <li>Name and type of organisation providing education and training</li> <li>Principal subjects/occupational skills covered</li> <li>Title of qualification awarded</li> <li>Level in national classification</li> </ul>	<p>August 2006-December 2006</p> <p>Mikkeli University of Applied Sciences, Mikkeli, Finland</p> <p>Cultural Management, Business Management</p> <p>SOCRATES/ ERASMUS Fellowship</p> <p>6 EQF</p>

**PERSONAL SKILLS AND COMPETENCES**

MOTHER TONGUE

**Romanian**

**OTHER LANGUAGES**

- Reading skills
  - Writing skills
  - Verbal skills
- Certificates

**ENGLISH**

Proficient (C2)

Proficient (C2)

Proficient (C2)

Cambridge Certificate in Advanced English (CAE) – C1 (2004); Professional Certificate (2004); Authorization: Translator and Interpreter for the English Language (2009)

<ul style="list-style-type: none"> <li>• Reading skills</li> <li>• Writing skills</li> <li>• Verbal skills</li> </ul> <p>Certificate</p>	<p><b>FRENCH</b></p> <p>Upper-intermediate (B2)</p> <p>Upper-intermediate (B2)</p> <p>Intermediate (B1)</p> <p>Diplome d'etudes en langue francaise (DELFI) – B1 (2007)</p>
<p>SOCIAL SKILLS AND COMPETENCES</p>	<ul style="list-style-type: none"> <li>- team player;</li> <li>- self-confidence;</li> <li>- personal propensity to diversity and multiculturalism; empathy;</li> <li>- affinity towards foreign languages and creative writing;</li> <li>- excellent communication skills (active listener and eloquent speaker).</li> </ul>
<p>ORGANIZATIONAL SKILLS AND COMPETENCES</p>	<ul style="list-style-type: none"> <li>- course and workshop organization in the field of entrepreneurship (lifelong learning);</li> <li>- contribution to the writing and implementation of EU-funded projects (non-reimbursable funds), in all the stages of project management;</li> <li>- department coordination, team work and team management, workflow optimization (marketing manager experience and certification);</li> <li>- self-starter, pro-active approach to time and task management (freelancing activities);</li> <li>- high degree of attention to detail.</li> </ul>
<p>TECHNICAL SKILLS AND COMPETENCES</p>	<p>Content Management Systems: WordPress, Magento, Drupal</p> <p>Client-side web technologies: HTML, CSS, Javascript, jQuery</p> <p>Online advertising platforms: Google AdWords, Facebook, LinkedIn</p> <p>Email marketing platforms: MailChimp</p> <p>Online marketing and social media automation tools: HootSuite</p> <p>Microsoft Office suite (advanced)</p> <p>Data analysis and reporting, SEO: Google Search Console, Web Analytics</p> <p>Media buying/ selling/ planning: Google AdSense, custom platforms, quality backlinks</p>
<p>DRIVING LICENCE</p>	<p>B category, since 2003</p>
<p><b>EXPERIENCES GAINED IN PROJECTS</b></p>	<p><b>ONLINE MARKETING PROJECTS</b></p>
<ul style="list-style-type: none"> <li>• Project description</li> </ul>	<ul style="list-style-type: none"> <li>- national and international stakeholders</li> <li>- various fields of activity: online retail, construction materials, industrial equipment, business intelligence, web and mobile applications, photography and photographic services, HoReCa</li> </ul>
<ul style="list-style-type: none"> <li>• Job description</li> </ul>	<ul style="list-style-type: none"> <li>- Marketing strategy and implementation; Paid advertising campaigns (Search &amp; Display); Email Marketing; Brand management, awareness and consolidation; Rebranding; B2B and B2C Communication; Online content management; Corporate blogging; Web design concept and implementation; Content creation; Copywriting; SEO; KPI reporting and analysis; Lead generation; User retention techniques; UX optimization; Market research; Event Marketing;</li> <li>- Training sessions in Marketing, User Experience on the Web, Web Design, Web Analytics and Data Analysis, Project Management, Google AdWords Qualifies Individual, Microsoft Office, Soft Skills, HR Management.</li> </ul>
<ul style="list-style-type: none"> <li>• Technologies used</li> </ul>	<p>Web development: HTML, CSS, JavaScript, Adobe Dreamweaver</p> <p>CMS: WordPress, Magento, Drupal, custom</p> <p>Email marketing: MailChimp, custom</p> <p>Paid advertising: Google AdWords, Facebook, LinkedIn, eTarget</p> <p>Image editing: Photoshop, Corel Draw</p>
<ul style="list-style-type: none"> <li>• Place and time period</li> </ul>	<p>Worldwide (remote), 2008-present</p>

• Project description	<p><b>EU-FUNDED PROJECTS</b></p> <ul style="list-style-type: none"> <li>- Insoteste-ne la bordul carierei!, ID 126726</li> <li>- MOVE – Mobilitate si inovare pentru ocupare, ID 127182</li> <li>- EuroHost – Joburi pentru tineri ospitalieri, ID 125308</li> <li>- Calitate intr-o economie bazata pe cunoastere, ID 137421</li> <li>- Bancomate de joburi in mediul rural, ID 125431</li> <li>- ARO – Acces rapid la ocupare, ID 134193</li> </ul>
• Job description	Communication, Data base management, Online visibility, Content management, Social Media page administration, Paid Advertising
• Technologies used	Email marketing platforms, Paid Advertising platforms (Google AdWords, Facebook), CMS (WordPress, custom-designed web administration panels)
• Place and time period	Cluj-Napoca, Romania, April 2014-October 2015
• Project description	<p><b>DIALOGICAL ART IN SAKSALA ARTRADIUS</b></p> <p>EU-funded Community Art Project  Participants: Finnish and international students attending Mikkeli Polytechnic  Web: <a href="http://www.saksala.org/EU-a-i-r-project/dialogical-art-introduction.htm">http://www.saksala.org/EU-a-i-r-project/dialogical-art-introduction.htm</a></p>
• Job description	Member of the organization and implementation team
• Technologies used	-
• Place and time period	Mikkeli and Saksala, Finland, August-December 2006