



Georgiana BRÂNZEI
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Hello! My name is Georgiana and I am an experienced Online Marketer, with almost 9 years of hands-on experience, highly motivated to further develop my career as a Content Creator and Digital Marketing Consultant.

Having worked exclusively in a fast-paced environment such as the digital one, I value adaptability, hard work and attention to details as paramount in my professional development. I find my motivation in both the implementation process, and the measurable results of the projects in which I engage my knowledge and expertise. I am also distinctly passionate about creative writing and have been an English trainer for three years. I am currently enrolled in a two-year postgraduate program, specializing in IT.

Almost everything I have accomplished so far – professionally speaking – is documented on my presentation website, listed above. Please feel free to browse through it at your convenience.

EXPERIENCE

Digital Marketing Consultant & Content Creator (June 2008 – present)

GeorgianaBranzei.com, worldwide

Marketing Manager (October 2015 – November 2016)

BW Photo Booth, Cluj-Napoca

Trainer - English (August 2014 – present)

UniversiFLY, Cluj-Napoca

Entrepreneurship Specialist (May 2014 – October 2015)

RSC CONSULTING, Cluj-Napoca

Online Content Manager (October 2013 – April 2014)

Chic Ville, Cluj-Napoca

Marketing Specialist (May 2012 – June 2013)

ARPA media, Cluj-Napoca

Online Marketer (August 2010 – May 2012)

Flavor Media, Cluj-Napoca

Marketing Asistent (November 2009 – July 2010)

Media 23, Cluj-Napoca

SKILLS AND EXPERTISE

Digital Marketing
Content Creation & Copywriting
CMS & Online Content Management
PPC Advertising – Search & Display
Social Media Publishing Plan
Email Marketing
Web & KPI Analytics
Marketing Strategy
Business Communication
Client-side web programming – HTML & CSS
Advanced file management skills
Image editing skills

EDUCATION

Babeş-Bolyai University, Cluj-Napoca – Faculty of Computer Science (2016-present)

Postgraduate program: IT

Babeş-Bolyai University, Cluj-Napoca – Faculty of Business (2009-2010)

MBA: Master in Business Administration

Central European University, Budapest, Hungary (2008-2009)

MA: International Relations and European Studies

Mikkeli University of Applied Sciences – Mikkeli, Finland (August-December 2006)

SOCRATES/ ERASMUS fellowship: Business Management and Cultural Management

Babeş-Bolyai University, Cluj-Napoca – Faculty of European Studies (2004-2008)

BA: International Relations and European Studies

Babeş-Bolyai University, Cluj-Napoca – Faculty of European Studies (2004-2008)

BA: American Studies

VOLUNTEERING

Recruitment and Selection Specialist (July 2014 – July 2015)

RSC CONSULTING, Cluj-Napoca

Digital Marketer (April 2014 – October 2015)

RSC CONSULTING, Cluj-Napoca

Communication & Visibility Specialist (April 2014 – October 2015)

APFFPR, Cluj-Napoca

Proofreader (May 2014 – June 2015)

Rațiu Center for Democracy, Turda

Marketing & Communication Assistant (June – November 2013, September 2008 – November 2009)

MC SERVICE SYSTEM, Iași

Administrative Assistant (June – October 2007)

Isaac's Relocation Services, Boston, USA