



CONTACT

0730.940.123

Dumitrascu_ela89@yahoo.com

FOREIGN LANGUAGES

English – Experienced

French – Moderate

TOP SKILLS & QUALIFICATIONS

Digital Strategy
Digital Marketing
Communication
Digital Campaign
Management
Digital Copywriting
Project Management
Google Analytics and
Reporting
Social Media Strategy
and Creation
Wireframing
Project presentation

*Jira, Asana, Photoshop,
Office Suite, Analytics,
Google Ads, Facebook
Business Manager,
Mailchimp*

MIHAELA DUMITRAȘCU

ABOUT ME

Digital marketing professional, highly experienced in managing various digital projects and executing digital strategies for a wide portfolio of brands, with a focus on FMCG industry. (Heineken portfolio, Velpitar and Terrabisco portfolio; EY Romania, Midal)
Skilled in digital strategy, project management, digital media, with a love for data analysis, innovation and creativity.

WORK EXPERIENCE

October 2015 – Current time

Digital Account Director, **Webtailors**

Digital Advertising / Project Management / Social Media / Digital Strategy

- In charge of **annual digital strategy for Heineken brands** (Heineken - main, Neumarkt, Silva, Gambrinus, Affligem), including creative ideas for digital and trade activations
 - **Digital strategy and project management for EY Romania:** management and optimization for all digital assets, support in delivering successful digital campaigns (reporting, strategy, support, copywriting, management)
 - **Creative copy for all digital campaign materials** (website, Horeca and modern trade applications, web banners and social media)
 - **Project management on all digital and trade campaigns** for Heineken and Neumarkt
 - Developing **social media plan for Heineken** and Neumarkt and managing local Facebook page
 - Developing wireframes for all digital platforms (website, landing page, applications), in charge with test and deployment for IOS and Windows applications
 - In charge of communication with Heineken Global Team and Heineken Global digital agency, for .com project implementation, align social media strategy and support for local brand team
 - Monitoring the effectiveness of digital campaigns and deliver reports with key learnings and recommendations
 - Creative, tests and deployment for all Windows and iOS applications for Heineken brand and trade marketing
- Project management on Neumarkt National Consumer Campaigns

CLIENTS: **HEINEKEN COMPANY** (HEINEKEN (3.5 y), NEUMARKT (2 y), SILVA (3 months), GAMBRINUS (3 months), AFFLIGEM (6 months), **EY Romania** (1 year), **Midal** (6 months))

TOP SKILLS & QUALIFICATIONS

Digital Copywriting
Digital Strategy
Digital Campaign Management
Social Media Strategy and Creation
Project presentation

Photoshop, Office Suite, Mailchimp

TOP SKILLS & QUALIFICATIONS

Digital Marketing Communication
Digital Copywriting
Google Adwords and Google Analytics
Project Management
Wireframing
Presentation and Pitch

Photoshop, Office Suite, Mailchimp

May 2013 – September 2015

Digital Copywriter, **TradeAds Interactive**

Digital Advertising / Project Management / Business Development

- Deliver digital creative proposals according to client and media agencies' briefs
 - Creating copy for all campaign materials
 - Project management on proposals approved by clients
 - Developing corporate brochures for Tradeads software products and web applications
 - Managing Facebook Account for Agricola Bacau, Terrabisco and Velpitar brands (Creator de Pofta, Grand Papa, Poieni, Doi Frati, Painea Sylvester Graham)
- Creating and optimising Facebook campaigns for clients
Monitoring the effectiveness of online campaigns and deliver reports with key learnings and recommendations

CLIENTS: **AGRICOLA BACAU, INDYGEN, VELPITAR, TERRABISCO, VODAFONE, MICROSOFT, SENSIBLU, BOOTS, MARS**

February 2012 – May 2013

Account Executive, **Bonobos Communication**

Account executive/ Project management/ Digital communication/Planning

Meeting with clients to discuss and identify their advertising requirements
Working with agency colleagues to devise an advertising campaign that meets the client's brief and budget
Presenting the campaign ideas and budget to the client
Creating the brief, doing the research and assisting with the formulation of marketing strategies
Developing and optimising AdWords and Facebook campaigns
negotiating with clients and agency staff about the details of campaigns handling budgets, managing campaign costs and invoicing clients
Monitoring the effectiveness of online campaigns and deliver reports with key learnings and recommendations

CLIENTS: **F64, ORIFLAME, VOLKSBANK, MAGAZINUL DE MIRODENII**

August 26, 2010 – June 12, 2011 Part-time, June 12, 2011 – January, 2012

Receptionist, **Bricostore Romania**

Receptionist, Translator, Assistant Manager, Marketing Trainee

TOP SKILLS & QUALIFICATIONS

Project Management
English Translation
Marketing trainee
Mistery Shopping

Excel

ORGANISATIONAL SKILLS

Positive interpersonal communication, creativity and innovation, empathic understanding, sociability, social presence; analytical and proactive thinking, capability of managing teams, self-discipline, time management, resilience, adaptability, decency.

- receiving and delivering the correspondence
- receiving and redirecting the invoice calls
- effectuate the correspondence
- translate press articles, press releases of the company and other confidential documents (English)
- communicate with all departments and ensuring support to all of them
- establish efficient communication with suppliers and visitors of the company
- ensure protocol activity
- taking over the responsibilities of the General manager's assistant while missing
- offer information to clients, suppliers, visitors, candidates

EDUCATION AND TRAINING

2011 – 2013

ASE, **Marketing and communication master**
Marketing management, advertising, marketing communication, marketing research

2008 – 2011

University of Bucharest, **Faculty of Philosophy**
Moral philosophy, Logic, Economics, Politics, Metaphysics

April 2010

ANOSR (National Alliance of Romanian Student Organizations)
Training and Diploma in Project Management

January - June 2010

PHILOS (Association of Philosophy Students)
Educational policies development, project management

2004 – 2007

National College “ Ion Luca Caragiale”, Ploiesti
College degree in Literature and English, English Certificate

January 2019

Advanced Google Analytics Certificate of Completion, Google Ads
Expires 2021

January 2019

Google Analytics Individual Qualification, Google Ads
Expires 2021

Institutul de Marketing – Digital Gateway Diploma
Institutul de Marketing – Diploma in Professional Marketing (initiated in 2018)