Ioana POPESCU

Email: [ioana.popescu@model-de-cv.ro](mailto:ioana.popescu@model-de-cv.ro)

Numar de telefon: 07xxxxxxxx

Objective

Experienced Marketing Specialist with a proven track record of successful marketing campaigns and strategies. Seeking to leverage my skills and expertise to drive growth and achieve marketing objectives in a dynamic organization.

Experience

Marketing Specialist - 07/2019 to 10/2023

**Company X**

* Developed and executed comprehensive marketing plans to increase brand visibility and drive sales.
* Managed digital marketing campaigns, including social media, email marketing, and PPC advertising, resulting in a 30% increase in website traffic.
* Conducted market research and competitor analysis to identify opportunities for growth and improvement.
* Collaborated with cross-functional teams to develop and implement marketing strategies aligned with business objectives.
* Tracked and analyzed key performance metrics to measure the effectiveness of marketing initiatives and optimize future campaigns.

Marketing Coordinator - 07/2016 to 06/2019

**Company X**

* Assisted in the development and implementation of marketing strategies to promote products and services.
* Coordinated marketing campaigns and events, including trade shows, conferences, and product launches.
* Managed social media accounts and produced engaging content to increase brand awareness and customer engagement.
* Conducted market research to identify trends and consumer preferences, informing product development and marketing efforts.
* Prepared marketing materials, including brochures, presentations, and advertisements, to support sales and promotional activities.

Education

Bachelor of Business Administration in Marketing - 10/2013 - 06/2016

Skills

* Strategic Planning
* Digital Marketing
* Social Media Management
* Market Research
* Campaign Management
* Analytics and Reporting
* Project Management
* Team Collaboration