

IULIANA DOROFTEI

MARKETING SPECIALIST

iulianadorofteiofficial@yahoo.com

+44 7554 242065

linkedin.com/in/iulianadoroftei



Achievements are overrated, I am just following the road in front of me, with obstacles, rainy days and sunshine. I have learned that no project is the same as another and this is why I try to understand the different perspectives and how the puzzle pieces fall into place. Otherwise, I am quite optimistic, jovial and deliver the best results under pressure.

EXPERIENCE

Marketing Manager | Dr. Ducu Clinics

2020 - Present

- Content creation (conversational calendar, post planning, video and photo editing, copywriting, implementation);
- Design (website design concept, logo design, branding);
- Press release (writing and publishing);
- Sales (set up sales plans, maintaining customer relation, community management);
- Planning (strategy and budget planning, tracking key performance indicators).

Content Creator | AMTEvents

2020 - 2022

- Content creation (creation, shooting, editing of video and photo content for online social media campaigns).

Content Creator | Iuliana Doroftei

2017 - Present

- Planning (Instagram feed plan with concept and design ideas);
- Content creation (video and photo editing, copy-writing, video shooting, mood-board creation);
- Branded content creation (collaboration with brands, marketing teams, PR and social media teams to generate content for campaigns).

Contestant | Bravo ai Stil

2017-2018

- Styling (I was responsible for designing my own outfits on a tight budget);
- Entertainment (I was responsible to state my opinions and explain my fashion choices and critic the style choices my colleagues made);
- Directing (I was responsible of a weekly performance during the competition, which included dancing, decorations, styling and acting).

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EDUCATION

Middlesex University London

2020 - 2023

- BA Hons Branding, Advertising and PR

Callatis Mangalia Theoretical High School

2013 - 2017

- Social Sciences

TECHNICAL SKILLS

- Customer Service
- Email Marketing
- Content Management Systems
- Website Design and Management
- Video and Photo Editing
- Copy writing
- Video Shooting
- Facebook & Instagram Ads
- Google AdWords
- TikTok Ads
- LinkedIn Ads
- Reddit Ads
- Google Analytics
- Mailchimp
- Shopify
- WordPress
- Premier Pro
- Photoshop

ADDITIONAL SKILLS

- Campaign Planning
- Programming social media content,
- Campaign implementation
- Media planning
- Sales
- PR
- Content analyses
- Consulting
- Keyword research
- Trend research
- Competition research
- Community management
- Reporting & insights

EXPERTISE

- Copywriting
- Visual Storytelling
- ROI Calculations
- Product Development
- Branding
- Marketing Strategy
- SEO
- Social Media Marketing