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Claudia Emilia Indreica

Marketing & Branding Specialist | Business Consultant | Graphic Designer

Experience

May 2019 – Present

Marketing Coordinator at Lakeview Dental Centre, Calgary, AB

Achievements:

- Attracting 210+ New Patients during Covid19 Lockdown, March 17, 2020 – June 19, 2020, while increasing our conversion rate and reducing the acquisition cost
- Facebook page grow from 200 to +2000 fans and an engaging audience using only organic strategies in 1 year
- Finding solutions for paid advertising in an industry heavily regulated by local, national authorities and online media platforms.

April 2014 – May 2019

Marketing Specialist & CEO at Web Plus Development, Cluj-Napoca, Romania

Achievements:

- Successfully growth 3240% in revenue in the first three years for Web Plus Development
- From 0 (zero) to over 75 clients in 49 different industries
- 92% client retention helped us to grow the company with only one year of paid advertising
- Over 4500 hours of courses and online training

*For the complete experience, visit www.claudiaindreica.com

Education

Faculty of Geography, Babeş-Bolyai University - July 2008
Bachelor in Geography of Tourism
Cluj-Napoca, Romania

"Emil Racoviță" National College - June 2005
High school diploma,
Major in Computer Science.
Cluj-Napoca, Romania

Volunteering

July 2019 – Present

Guest Speaker on Marketing and Branding at Academy of Learning Career College, Calgary, AB

July 2019 – Present

Welcome team member, Host Team coordinator, Group Leader at Calgary Life Church, Calgary, AB

February 2006 – August 2009

Volunteer with various NGO's in Romania, serving children, youth and elderly in Romania, Republic of Moldova, Egypt, India, China

Technical & Hard Skills

Online Marketing

Organic Reach or Paid Advertising (Google, Facebook, Bing), Social Media Marketing (Facebook, Instagram, YouTube, Google, LinkedIn, Twitter Etc.), SEO (Google, Bing, Yahoo), SEM, Content creating, Blogging, E-mail marketing, Automated Chatbots (Facebook, WhatsApp, Web, Etc.), Reputation Management, Client targeting, Backlinks, Analyze and Strategy, Online events, Webinars, Crowdfunding, Google Analytics, My Business, Webmaster Tools, Sales Funnels, Ever Green Webinars, E-commerce, Facebook Shops, Facebook Groups, WordPress, Joomla, CsCart, Custom Code Websites Etc.

Offline Marketing

Event planning and organizing, Billboards, Printed advertising, Ways to show your branding and culture to every space and client interaction, Custom car wrap and any other personalized objects small or large.

Branding

Creating Brand Identity and Experience from concept to implementation.

Graphic & Web Design (UX / UI)

Using Adobe Photoshop, Illustrator, InDesign, CorelDraw

Photo & video editing

Web Development

HTML, CSS, C++, Python, Java Script, Facebook Pixels Etc.

Website Testing

Website speed test, security, content, mobile testing,

Business Analysis

Financial audit, KPI, Business planning and strategy.

Market and Competition Analysis

Digital Photography & Editing

Customer Service

Business Automates Systems

Budgeting

Increasing Customer Lifetime Value

Reducing Customer Acquisition Cost

Soft Skills

Language

English

French

Romanian

Public Speaking

I enjoy speaking in public, in-person or online.

I can use Zoom, Google Meet, Google Team, Google Hangouts, WhatsApp, Telegram and more.

Negotiation

With customers and suppliers

Leadership & Team Management

I had a chance to lead different teams since 2007, both for work and volunteering.

Training & Coaching

I love to see people grow and overcome their fears.

PR & Communication

Making sure I always present correctly the values and vision of the organization I represent.

Sales

I had the opportunity to work in many various environments, cultures, and industries, giving me a better perspective on people's needs and desires, fears, and ways to determine their buying behavior both online and in-person.

Fundraising

I helped fundraise my projects and different medical cases (up to 50.000 euro/project)

Problem Solving

Creativity

Adaptability

Persuasion

Decision Making

Administrative Skills

Attention to details

Networking

Collaboration

LinkedIn Profile

www.linkedin.com/in/claudia-indreica-5a5a4047

References

Available upon request.
