

COZMINA SECLA

I have extensive experience in the telecom industry, focusing on business-to-business sales and people management. In my previous roles, I managed teams and business development activities. After obtaining a Master's degree in Strategic HR Management in 2023, I developed an interest in data research. I am passionate about designing and executing research projects and analyzing and communicating findings. With a curious mindset, I enjoy collaborating to solve problems.

EDUCATION

2021
|
2023

● **M.S. Strategic Human Resource Management in Europe**

Faculty of Economics and Business Administration, "Alexandru Ioan Cuza" University

📍 Iasi, RO

PROFESSIONAL EXPERIENCE

2022
|
2023

● **Partnership Specialist**

TEACH FOR ROMANIA (NGO)

📍 Iasi, Ro

- Contributed to the organization's mission to train teachers who take ownership of transforming public education.
- Collaborated with internal departments to develop and implement an offline recruitment process for potential candidates.
- Enhanced the candidate experience and satisfaction by providing personalized support and guidance, helping them find suitable integration options for schools that met their preferences and legal regulations.
- Collected and analyzed data about the region and vulnerable communities to optimize the recruitment and integration process.



CONTACT INFO

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 [LinkedIn](#)

 [Professional Blog](#)

SKILLS

Consulting

Quantitative and Qualitative
research methods

Software skills: R/Rstudio, Quarto,
Markdown

*This resume was made with the R
package **pagedown**.*

Last updated on 2023-11-20.

2017
|
2021

Regional Sales Manager

VODAFONE ROMANIA

📍 Iasi, Ro

- Implemented effective sales plans and strategies that resulted in revenue growth, increased market share, and customer experience, and expanded product and service offerings.
- Led a team of 7 account managers responsible for managing business growth for over 900 B2B corporate customers, ensuring customer satisfaction with products and services through a high level of service and operational standards.
- Collaborated with internal teams from marketing, pricing, pre-sales, terminals, and call centers to deliver the right products and services that match the customer needs.
- Developed and managed a high-performing team of 7 account managers, who achieved sales and customer satisfaction objectives for small and medium-sized enterprises by providing regular coaching, mentoring, conducting individual performance management sessions, and ensuring they have the necessary skills and resources to succeed.
- Monitored sales performance on key metrics such as sales volumes, new products, service renewals, and churn.
- Reported sales figures, tracked the pipeline's progress, and applied a data-driven approach to territory and account planning.

2013
|
2017

Business Development Manager

VODAFONE ROMANIA

📍 Iasi, RO

- Delivered company sales objectives for small and medium-sized businesses with and through managed 4 selling Vodafone partners.
- Analyzed partners' performance data and provided actionable insights and recommendations to improve sales and customer experience.
- Built strong relationships with partners and acted as a point of escalation of issues, questions, and concerns, working with other departments to resolve support escalations.
- Awarded "BEST Business Development Manager" nationally for achieving the largest portfolio value increase and the highest number of port-ins in fiscal year 14/15.

2009
|
2013

Corporate Account Manager

VODAFONE ROMANIA

📍 Iasi, RO

- Managed end-to-end relationships for over 80 corporate customers.
- Delivered appropriate solutions for customers by understanding their business and communication needs, expectations, and requirements.
- Built and executed account plans that delivered relevant business for customers and the company.

2007
|
2009

Account Manager

VODAFONE ROMANIA

📍 Iasi, RO

- Attracted and managed customers in the small and medium segments, driving revenue growth and customer satisfaction using a consultative and collaborative approach.

2004
|
2007



Sales Representative

PAGINI AURII

📍 Iasi, RO

- Achieved sales objectives, maintained, and developed relationships with key customers, and increased revenue and the number of customers.
- Won third place national prize for exceeding sales objectives in every sales campaign in the fiscal year 2005/2006.



CERTIFICATIONS

2023



People Analytics Masterclass Series

Orgnostic, [Show credential](#)



2022



Agile Explorer

IBM [Show credential](#)



2021



Enterprise Design Thinking Co-Creator

IBM [Show credential](#)



2021



Enterprise Design Thinking Practitioner

IBM [Show credential](#)

