



# Raducu-Florian Necula

SEO Specialist, Junior Frontend Developer, CMS Administrator

✉ florian.raducu01@gmail.com 📞 0745160808 📍 810292 Braila

## Profile

Experience in Search Engine Optimization (S.E.O.) and E-commerce administration. Experience working with CMS (Wordpress, b2b), Google Webmaster Tools (Search Console), GA4 and Meta Business Suite. With a major interest in web development, I am looking for professional development opportunities.

I consider myself as someone who quickly grasps new concepts, driven by self-motivation and a strong work ethic. I am determined to continually seek knowledge and firmly believe that there's always space for growth and improvement.

## Internships

### Search Engine Optimization Specialist

Nov 2023 – Dec 2023

clientipeviata.ro, Remote

- Optimized blogs structures using keyword strategies research and copywriting to rank articles on the best positions in the SERP.

## Employment

### Search Engine Optimization Specialist

Mar 2023 – Nov 2023

iTime Corporation, Braila

The responsibility of the job consisted in the administration of the website through the Wordpress platform (product documentation, stocks, etc) and the optimization from an onpage and offpage SEO point of view to increase traffic and search engine awareness.

- Managed to improve the **ROI** from 60% to 128% for the budgets allocated to social media ads.
- Organized the stocks, images, descriptions, prices and product features on the website.
- Optimized conversion rates using cross-selling and up-selling strategies.
- I learned how to use a CMS (Wordpress, B2B).
- I optimized the entire site from an SEO point of view, in a few months, some product pages reaching higher than eMag in search results, and other category pages in the top 3-10 in SERP.
- Learned skills in analyzing data from Google Analytics, Search Console, PageSpeed Insight and Keyword Planner to track opportunities and improve online awareness performance.

### Call Center Agent

Feb 2023 – Mar 2023

iTime Coporation, Braila

## Personal details

Date of birth

August 21, 2003

Driver's license

B

Gender

Male

Nationality

Romanian

## Skills

Search Engine Optimization (SEO)

Digital Marketing

Content SEO

E-commerce

Sales

HTML

CSS

CMS

GSC & GA4

Google Workspace

Adobe Photoshop

Continuous Improvement

Networking

## Languages

English

# Certificates

SEO Specialist

Skillab, International Online Academy

Mar 2023

# Extracurricular activities

CERTIFICATE OF ATTENDANCE

ERASMUS+, Braila

SP-ADULT-BLEND-Blended mobility of adult learners. Learn together - Create opportunities / Strategic Partnership for Adult Education

Jul 2021

# Education

High School Diploma

Liceul Tehnologic "Anghel Saligny", Braila

Electronics & Automation

Sep 2018 - Jun 2022

# Hobbies

- Fitness
- Read
- Coding