



# Vitalia Ciobanu

## Marketing and Innovation Enthusiast

My understanding of the company's issues doesn't come from business or marketing textbooks. It comes from growing in a family business environment. Throughout the years, I was able to see the challenges faced by the employer and understood the key aptitudes of a valuable employee. Any task or job can be thought, however ethics and dedication show true integrity. As a result, I am confident in saying that I have a strong commitment to quality and will help your business reach its goals.



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## SKILLS

Sales



Customer Relationship  
Management



Project Management



Microsoft Office Suite



Customer Service



## LANGUAGES

English

Full Professional Proficiency

Romanian

Native or Bilingual Proficiency

Russian

Native or Bilingual Proficiency

## INTERESTS



Squash & Table Tennis



Skiing

## EDUCATION

### Bachelor of Business Studies

Dublin City University (DCU)

2019 - 2021

Dublin, County Dublin, Ireland

Courses

- Global Business
- Digital Marketing
- Marketing Communications
- Entrepreneurial Marketing Strategy

### High School

"Petre Stefanuca" Theoretical Lyceum

09/2006 - 06/2018

Ialoveni, Republic of Moldova

Leaving Certificate

- Baccalaureate (464 points)

## WORK EXPERIENCE

### Sales and Customer Service Representative

Allianz PLC

11/2021 - Present





Dublin, County Dublin, Ireland

Achievements/Tasks

- Managed and exceeded the daily target of 40 calls (inbound and outbound), with 70% average daily availability.
- Met and exceeded the target of 95% call quality, averaging 97% overall and achieved quarterly and annual KPIs.
- Awarded as monthly Voice Of the Customer for March 2022, with excellent feedback from customers.
- Awarded as annual Top Renewals for 2022, with most policies renewed throughout the year by outlining the company's competitive advantage.
- Generated and captured new leads, by improving the company's sales targets.
- Handled and escalated complaints, by documenting complaints and proposed resolutions in a database for tracking and reference collaborating with other departments, having accomplished 4.5 satisfaction rate.
- Developed and maintained relationships with current and potential customers, driving new prospects across various products.

Contact : Available on request

## INTERESTS

-  Cross Fit & Gym
-  Self-development reading
-  Drawing
-  Bachata Dances

## WORK EXPERIENCE

### Sales Advisor and Customer Service Representative

#### Nina's Cafe

07/2019 - 03/2020

Dublin, County Dublin, Ireland

Start-up focused on speciality coffee and home bakery

#### Achievements/Tasks

- Contributed to the creation of a strong customer base by providing excellent service
- Successfully completed safety procedures, ensuring an empathetic approach towards vulnerable customers
- Managed customer relationships through daily engagements, hence increasing reliability and customer loyalty
- Helped increase sales by implementing active listening and identifying customers' needs
- Worked closely with the employer, thus understanding key issues a starting company is facing

Contact : Available on request

### Front Desk Receptionist & Office Administrator

#### "Ecaterina Catana" SRL

05/2017 - 06/2018

Ialoveni, Republic of Moldova

Distributor of goods and merchandise

#### Achievements/Tasks

- Demonstrated the capability of capturing new leads through initiative, by proposing new products and getting in contact with the importer
- Used system database to track and reference sales records
- Managed and processed 20 contacts daily - phone, email, walk-ins
- Maintained filing systems and filled documents

Contact : Available on request

## CERTIFICATES

### Project Management in Marketing by Udemy (01/2023)

Agile Marketing Approach towards Project Management

## PERSONAL PROJECTS

### Soo Yun - Start up in the industry of cosmetics (06/2020 - 11/2021)

- Developed social media campaigns across Google, Facebook, and Instagram
- Developed a website with over 100 products and 20 brands
- Worked with companies overseas and managed customs and tax declarations
- Researched and developed a marketing strategy
- Provided informed content about skincare as a blog-business page on Instagram