

# Oana Emilia Iacob

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## PERSONAL PROFILE

Final undergraduate student at Coventry University pursuing a BA in Advertising and Marketing, currently seeking opportunities to broaden my knowledge in this field. Having gained significant knowledge in marketing through my studies and activities, keen to further develop my experience and build on my previous roles, planning and creating content strategies. Able to work both in a team and independently, a well-organised and creative individual who can easily adapt to different situations, demonstrating my dedication and passion in my work.

## SKILLS

- **Excellent IT Skills** - European Computer Driving License Certificate, Canva, TikTok and Reels editing skills.
- **Languages** - Romanian (native); English (professional fluency); French (beginner);
- **Social Media Management** - I developed these skills while volunteering for an organisation where I managed their social networks and promotion techniques, as well as being an intern for an NGO and focusing on increasing their reach.
- **Communication** – By constantly interacting with various people during social activities and work duties I enhanced my verbal and written communication.
- **Creativity** – I succeeded to come up with standout ideas while completing academic assignments based on marketing strategies.
- **Flexibility and adaptability** - As an international student, I had to quickly adapt to a new lifestyle and get used to the online teaching mode as a result of Covid pandemic.

## EDUCATION

### **COVENTRY UNIVERSITY | BA (Hons) Advertising and Marketing (Predicted grade 2:1) | 202 - Present**

Internationally recognised CIM and EFMD-accredited degree programme, covering business fundamentals, as well as advertising and marketing aspects. Marketing Principles, Organising for Business, Applied Advertising and Campaign Management, Marketing Communications Strategy.

**Key achievements:** Active participant in Collaborative Online International Learning (COIL) project with Bangkok University, further developing inter-cultural and collaboration skills;

### **ALEXANDRU LAHOVARI NATIONAL COLLEGE, ROMANIA | Baccalaureate 9.23 | 2016-2020**

Social Sciences

Received high school Baccalaureate diploma (Equivalent to GCSE's and A' Levels): Romanian Language and Literature (9.23); History (9.45); Logic (8.60). The main field of study: Social Sciences, including English, French, Geography, History, Core Science, Arts, Information Technology.

## RELEVANT EXPERIENCE

### **SOCIAL MEDIA OUTREACH INTERN | Free Pads for India | 02/2023- present**

- Performing research on current trends and audience preferences, always being up-to-date with the information.
- Working in a team, succeeding to increase the organisation's number of Instagram followers with 2.5% in one month, developing planning and engagement skills.
- Collaborating with influencers or organisations to raise awareness about our mission and setting up online meetings, gaining management skills.
- Responding to enquiries regarding organisation insights or collaborations, demonstrating responsibility and communications skills.

### **ADVERTISING BOARD MEMBER AND VOLUNTEER | Interact Ramnicu-Valcea | 2017-2020**

- Joined the Advertising Board in 2018-2019, taking the opportunity to plan content strategies and create online posts in order to promote the club's social media platforms and services; gained organisation, writing and social media management skills and succeeded to grow their audience and improve the reputation.
- Coordinated a charity event whilst supervising volunteers' activity and tracking their progress, further building leadership and multi-tasking skills.

- Developed my ability to speak in public for different audiences by supporting presentations in schools, sharing leaflets, and displaying materials at events in public spaces.
- Collaborated with volunteers from other cities to manage and organise a national talent contest with participants from all counties, learning how to work under pressure and pay attention to detail.

## WORK AND VOLUNTEERING EXPERIENCE

### STUDENT AMBASSADOR | Coventry University Futurelets | 09/2021- present

- Greeting visitors with positive energy and enthusiasm, as well as giving accommodation tours for University Open Days, demonstrating active communication and listening skills.
- Working effectively with reception staff members and other student ambassadors to complete various tasks, resulting in positive feedback.
- Promoting the accommodations during university fairs, offering support to prospective students, and further becoming confident in communicating with people from various backgrounds.
- Received positive feedback from visitors and supervisors, and successfully undertaking different duties.

### CRAFTING SOCIETY MEMBER | Coventry University Students Union | 10/2021- present

- Attending weekly events and being active in creative activities, such as knitting, sculpting, jewellery making.
- Enhancing my interpersonal skills by communicating with students from different cultures and backgrounds.
- Learning new hobbies and developing them.

### SALES ASSISTANT | Nisa retail | 10/2021- 06/2022

- Assisted customers with a selection of products and services.
- Ensured that customers were satisfied and their needs are being met.
- Used communication and listening skills to successfully respond to customers' queries in a professional and friendly manner.
- Built attractive displays for merchandise to enhance sales and promoted the products, demonstrating creative skills.
- Able to communicate possible issues to managers or colleagues with tact and efficiency.

## PROJECTS

### Marketing Campaign Planning and Designing | Coventry University | 04/2022

- The project consisted of creating a new clothing brand, by developing and designing a campaign plan. I had to implement topics such as: segmentation criteria, communication goals and SMART objectives, strategy and positioning, promotion and scheduling. Due to this experience, I developed my skills regarding creativity, design, campaign management, teamwork, time management.

## ACHIEVEMENTS

- Participated in the English Olympics twice in Highschool.
- Took part in the CIM'S "The Pitch" competition.
- Participated in an international English summer camp in 2019, I had the chance to improve my social abilities and written skills.
- Taking dance classes and doing Volleyball in school helped me improve as an individual and it developed my determination and sense of community.
- Volunteering for a sports association and undertaking relevant duties in my free time in Romania.
- Took part in the organisation of "International Equity, Diversity and Inclusion in Higher Education Conference" 2022, where I assisted the participants from Europe and USA and developed networking skills.
- By completing courses on LinkedIn and FutureLearn, I developed several skills regarding Social Media Marketing Strategy, SEO, Creative thinking, Online Video Marketing, Video editing, Google Analytics.

## HOBBIES AND INTERESTS

- Passionate about social media and digital field, currently active on the most popular platforms and always up to date with the trends. I succeeded to become viral on TikTok with one of my videos, having over 200K views and 50K likes, by using appropriate hashtags and following the trends.
- Practicing snowboarding enhanced my tenacity and courage and it is a good way to relax and exercise.
- Excited about travelling, recently accepted a position through Worldpackers program and going to volunteer for a guesthouse and restaurant in Portugal for one month.