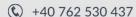


Theodora-Ioana lonescu

Focused on developing strong analytical, communication, and problem-solving skills. Committed to delivering high-quality work in dynamic environments.

Contact



ionescu.ti.theodora@gmail.com

Breda, The Netherlands

Skills summary

- Active listening
- Collaboration
- Adaptability
- · Verbal and written communication
- Motivation
- Attention to detail
- Working under pressure
- Multitasking
- Quick and creative thinking
- Open-mindedness
- Planning
- Team management
- Collaborative
- Critical thinking
- Social media management
- Video editing in CapCut
- Creative content development
- · Editing skills in Photoshop
- Excellent editing skills in Canva
- · Digital skills: Good command of Windows and Microsoft Office tools -**ECDL** Certificate

Languages

- Romanian native
- English-C1
- French A2

Education

Bachelor Of Creative Business

Breda University of Applied Sciences | Sept 2023 - June 2027

Romanian Baccalaureate Diploma

Technological High School "Dumitru Dumitrescu" | Sept 2019 - July 2023

Romanian Language and Literature

- Mathematics
- Biology

Online courses

'Marketing Foundations" online course

Marta Dapena-Baron through LinkedIn | Sep 2024

"How to write a Marketing Plan" online course

Goldie Chan through LinkedIn | Sep 2024

"Working with the Media" online course University of Colorado Boulder through Coursera | Nov 2022

"Introduction to Project Management" online course

The University of Adelaide through Coursera | Mar 2022

"Business Foundations" online course

The University of British Columbia through edX | Mar 2022

"Digital Skills: Digital Marketing" online course

Accenture through FutureLearn | Mar 2022

Experience

Social media & Content manager for Geisha Lounge and June Day | December

Managing and growing Geisha Lounge Breda's Instagram and TikTok accounts by creating and posting engaging content. Planning, recording, and editing podcasts, transforming them into shortform videos for social media. Overseeing content strategy to enhance brand presence and audience engagement.

BIP - Intercultural Marketing Communication | March 2025 - May 2025

Coming up with a business solution for Yanmar tractor company, from Izmir, Turkey, Working within a multicultural team on a marketing and communication plan which aims to increase brand awareness and eventually turn it into sales.

Marketing plan and content strategy for Tattoo Design Snowy Breda | Feb 2025 -April 2025

Developing a marketing plan and content calendar for Tattoo Design Snowy. Producing and shooting content for Instagram and TikTok. Designing a style guide and a checklist to help our client navigate the steps for creating promotional content.

"BarkBond" brand development | Feb 2025 - April 2025

Building and developing a brand that solve dog owners' concerns, while diving into insights from our target audience. Creating a marketing campaing for social media to promote the brand, setting SMART goals, and strategically working toward achieving them.

VIS project

Working with Australian students on a design proposal for our client, Banijay. The purpose of the assignment was to come up with an innovative idea for Lego Masters, in order to increase their viewership.

Internship Trend Consult Romania | Sept 2022

The internship helped me familiarize with the work experience and gain workplace skills. I had the chance to see how each department of a company works.

Member of the Liberal Student Club | Aug 2022 - 2024

The Liberal Student Club is a youth organization of the National Liberal Party (PNL) of Romania that develops impact projects, supports students and their rights and organizes and campaigns with the community.

Personal project - Personalized clothes | June 2020 - 2023

I have been maintaining a small business by personalizing clothes and selling them online. For this I have set up an Instagram account.



Others

Volunteer - World Education Fair RO by IntegralEdu | Sept 2022

Volunteer - L'etape Romania by Zenezia | Aug 2022

Participant - 4-Hour Challenge - The Entrepreneurship Academy | May 2022

Volunteer - World Education Fair RO by IntegralEdu | Sept 2022