



# Theodora-Ioana Ionescu

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

## Contact

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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 2024 - present**  
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 short-form 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 campaign 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**

