



Andreea Egli

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PROFESSIONAL SUMMARY

- Passionate about the Internet world, avid learner of practical skills, specifically related to social media and e-commerce.
- Founded an FBA Amazon business on amazon.co.uk (in parallel with my day job) selling eco-friendly bamboo toothbrushes alongside which I have developed my graphic design skills, photography, social media.
- Developed the branding of the bamboo toothbrushes from the design of the product itself to packaging and ad campaigns.
- Currently running a personal YouTube channel focused on health, fitness and lifestyle.
- Constantly eager to learn new things in different fields, focused, driven and fast (self) learner.
- Passionate about working in an environment where initiative is encouraged and appreciated and where one can develop and make a positive impact.

PROFESSIONAL EXPERIENCE

GRÜNER - Founder - <https://amzn.to/348Rp4s>

May 2018 - December 2019

- Amazon FBA Private Label product research using various tools and strategies such as Jungle Scout, Google Trends, Sellers stores product research, improving upon competition, bundling etc.
- Liaising with suppliers, negotiating prices, ordering product samples and organizing a mass production order and shipping to Amazon UK warehouse;
- Designing the logo and packaging as well as the feel and look of the product itself;
- Keyword research using various softwares such as Helium 10 and Jungle Scout as well as keywordseverywhere.com, sellers listings etc;
- Creating product listing, description and bullet points;
- Creating and running ads on Amazon UK.

SB GROUP LTD, Cyprus - *Corporate Manager - www.superbet.ro*

November 2017 - November 2019

- Project assisting during the acquisition by a publicly listed company of part of the company;
- Drafting of various corporate documents i.e. Powers of Attorney, Board of Directors Minutes, Transfer of Shares, Agreements;
- Liaising and coordinating with Law Firms worldwide on various investments (in the tech and online gaming industry) concerning the company;
- Reviewing of various Investment Agreements;
- Conducting Due Diligence and KYC background checks for various services providers engaged by the company;
- Liaising and coordinating with the company offices in Malta, Romania, Gibraltar and Poland;
- Working closely with the company Founders.

MERITSERVUS SECRETARIES LIMITED, Cyprus - *Corporate Administrator - www.meritservus.com*

April 2010 - October 2017

- Handling companies formation in various jurisdictions;
- Opening of bank accounts and liaising with banks;
- Submitting and/or obtaining corporate documents, certified copies to/ from the Registrar of Companies;
- Conducting Due Diligence and KYC background checks on existing and potential clients;
- Keeping and updating KYC files on existing clients;
- Drafting of various corporate documents i.e. Powers of Attorney, Board of Directors Minutes, Transfer of Shares, Agreements;
- Arranging certification and legalization of documents;
- Updating clients database and inputting data into the electronic filing system- ViewPoint business system;
- Maintaining and keeping up to date all files of the companies in my client portfolio;
- Arranging dispatch of documents;
- Drafting and issuing of invoices and liaising with clients on balances due.

EDUCATION

Royal Holloway, University of London International Programmes, Distance Learning

Bachelor of Science: Business Administration

Major: International Business

May 2012 - June 2017

CERTIFICATIONS

Social Media Marketing Specialization by Northwestern University (coursera.org)

February 2019

Other independent coursework (coursera.org)

November 2013

- Introduction to Operations Management by Christian Terwiesch, Univ. of Pennsylvania
- Developing Innovative Ideas for New Companies by Dr. James V. Green, Univ. of Maryland
- Introduction to Marketing by Peter Fader, Univ. of Pennsylvania
- Law and the Entrepreneur by Esther Barron, Northwestern University

IELTS - British Council

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- MS Office
- Social Media Marketing i.e. Instagram, Youtube etc.
- SEO optimization
- Graphic Design:
 - Photoshop - beginners level, self-learning
 - Illustrator - beginners level, self-learning
 - Canva
- Video production & editing
- Email Communication.

LANGUAGES

- English (full professional proficiency)
- Greek (elementary proficiency)
- Romanian (mother tongue)
- German (starting classes in March)

INTERESTS

- Start-ups, innovative ideas, e-commerce, technology, creativity, entrepreneurship, graphic design, video editing, video production and photography.