



CIPRIAN TIVADAR

VISUAL STRATEGIST & MARKETER

PHONE

0750 270 757

EMAIL

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PORTFOLIO

cipriaant.github.io/site-final

LOCATION

Cluj-Napoca, Romania

TECHNICAL SKILLS

Adobe Creative Suite

Canva

Email Marketing

Magento / CMS

Paid Ads (Meta/Google)

CORE COMPETENCIES

Visual Strategy

Content Production

Project Management

E-commerce Data

Offline Implementation

Hybrid marketing specialist (Creative & Technical) with strong roots in operational management. I combine hands-on experience in video production and digital strategy with 7+ years of leadership and discipline gained in multinational environments.

MARKETING EXPERIENCE

FREELANCE VISUAL CREATOR & STRATEGIST | Independent

JUN 2024 -
PRESENT

- Designed promotional assets and executed professional photography for events and personal branding.
- Managed Paid Advertising campaigns and Email Marketing flows.
- Provided visual direction and content creation services for independent projects.

SOCIAL MEDIA PROJECT MANAGER (FREELANCE) | Flames Agency

JAN 2025 -
FEB 2025

- Coordinated creative teams to deliver campaigns on strict deadlines.
- Managed editorial calendars and client relationships.
- Created high-impact video content (Reels) for brand campaigns.

JR. MARKETING REPRESENTATIVE | Vitacom Electronics

FEB 2025 - JUN
2025

- Managed the "Digital Shelf" on Magento platform (thousands of SKUs).
- Executed Email Marketing campaigns and newsletters for seasonal promotions.
- Optimized product listings for SEO and designed banners.

LANGUAGES

Romanian (Native)

English (Advanced)

MARKETING INTERN | Kanal D / Radio

Impuls

APR 2023 - JUN
2023

- Created viral content for TikTok and Instagram (Interviews, Event coverage).

VISUAL CONTENT INTERN | Smile

Photography

MAR 2021 - JUN
2021

- Delivered high-standard event photography and videography with rapid editing.

| LEADERSHIP & INTERNATIONAL EXP.

MANAGER (2 YEARS) / CREW | McDonald's

2017 - 2024

Demonstrated long-term commitment and growth. Led teams, managed operational KPIs, and ensured high standards of customer service under pressure.

WORK & TRAVEL USA | Cultural Exchange

Program

SUMMER 2023 &
2024

Developed adaptability and advanced English communication skills in a multicultural environment. Documented the journey through travel vlogs.

| EDUCATION

MASTER'S IN MEDIA COMMUNICATION

2025 - 2027

UBB Cluj-Napoca

BACHELOR IN DIGITAL MEDIA

2021 - 2024

UBB Cluj-Napoca