



## PHONE

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## EMAIL

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## PORTFOLIO

[cipriaant.github.io/site-final](https://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

# CIPRIAN TIVADAR

## VISUAL STRATEGIST & MARKETER

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