

# TIVADAR CIPRIAN

## VISUAL STRATEGIST & DIGITAL MARKETER

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### PROFESSIONAL SUMMARY

Multidisciplinary marketer with a strong foundation in digital media and visual storytelling. Proven track record in bridging the gap between creative content production and data-driven marketing strategies. Expert in transforming brand narratives into high-converting digital assets across E-commerce, Social Media, and Broadcast platforms.

### EXPERIENCE

<b>Digital Strategy Consultant   Freelance</b>	Jun 2024 – Present
Acting as a full-stack digital marketer for diverse clients, focusing on brand identity and growth.	
<ul style="list-style-type: none"><li><b>Campaign Orchestration:</b> Designed and executed omni-channel strategies integrating email automation with targeted social content.</li><li><b>Visual Production:</b> Managed end-to-end photo/video production, from storyboarding to post-production in DaVinci Resolve and Lightroom.</li><li><b>Growth Hacking:</b> Implemented organic growth protocols resulting in measurable engagement spikes across TikTok &amp; Instagram.</li></ul>	
<b>E-Commerce Growth Specialist   Vitacom Electronics</b>	Feb 2025 – Jun 2025
Managed the digital shelf and user experience for a major electronics retailer.	
<ul style="list-style-type: none"><li><b>Magento Infrastructure:</b> Optimized complex product catalogs and metadata for maximum SEO visibility.</li><li><b>UX Analysis:</b> Utilized Google Analytics to track user behavior, reducing cart abandonment through strategic layout adjustments.</li><li><b>Visual Merchandising:</b> Designed high-conversion web banners and promotional assets aligned with seasonal sales cycles.</li></ul>	
<b>Brand Activation &amp; Content   Kanal D / Radio Impuls</b>	Apr 2023 – Jun 2023
Bridged national broadcast reach with digital engagement strategies.	
<ul style="list-style-type: none"><li><b>Broadcast Integration:</b> Collaborated on national brand campaigns, translating on-air messaging into digital assets.</li><li><b>Performance Tracking:</b> Monitored real-time campaign KPIs via Google Analytics to adjust content pacing.</li><li><b>Creative Production:</b> Produced rapid-response social content for on-air talent and station promotions.</li></ul>	
<b>Visual Content Lead   Smile Photography</b>	Mar 2021 – Jun 2021

- Executed high-fidelity visual documentation for commercial and private events.
- Visual Architecture:** Directed lighting, composition, and staging for high-pressure live environments.
- Post-Production Workflow:** Implemented advanced color grading pipelines to reduce turnaround time by 30% while maintaining brand consistency.

## EDUCATION

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### Master's Degree in Media Communication

Oct 2025 – Jun 2027

*Universitatea „Babeş-Bolyai”*

### Bachelor's Degree in Digital Media

Sept 2021 – Jun 2024

*Universitatea „Babeş-Bolyai”*

## SKILLS & ARSENAL

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### Digital Ecosystem

Google Analytics (GA4), Meta Ads Manager, TikTok Creator Marketplace, Magento, WordPress, SEO/SEM.

### Core Competencies

Content Strategy, Brand Identity, Data Analysis, Consumer Psychology, E-mail Automation.

### Creative Suite

Adobe Photoshop, Lightroom, Illustrator, DaVinci Resolve, Premiere Pro, Canva.

### Languages

English (Advanced / C1), Romanian (Native).