

CIPRIAN TIVADAR

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PROFESSIONAL SUMMARY

Hybrid marketing specialist combining visual storytelling with over 7 years of operational leadership and discipline. Proven expertise in video production, digital strategy, and e-commerce data management. Experienced in coordinating teams, managing supplier relationships, and delivering high-conversion campaigns. Seeking to leverage technical skills and operational rigor in a stable, growth-oriented environment.

WORK EXPERIENCE

FREELANCE VISUAL CREATOR & STRATEGIST

Jun 2024 – Present

Independent | Cluj-Napoca

- Executing end-to-end visual strategies for diverse clients, including photography and video production.
- Managing **Paid Advertising campaigns** (Meta/Google) and **Email Marketing** automation flows.
- Designing promotional assets (digital & print) to support local events and brand awareness.

SOCIAL MEDIA PROJECT MANAGER (FREELANCE)

Jan 2025 – Feb 2025

Flames Agency | Cluj-Napoca

- Coordinated creative teams to ensure timely delivery of social media campaigns.
- Managed editorial calendars and maintained direct communication with key clients.
- Produced high-impact video content (Reels/Shorts) to drive engagement.

JR. MARKETING REPRESENTATIVE

Feb 2025 – Jun 2025

Vitacom Electronics | Cluj-Napoca

- Managed the "Digital Shelf" on the Magento e-commerce platform for thousands of SKUs.
- Executed **Email Marketing campaigns** and seasonal newsletters.
- Optimized product listings for SEO and designed static banners for the online store.

MANAGER / CREW MEMBER

2017 – 2024

McDonald's | Cluj-Napoca

- Demonstrated 7 years of loyalty and progressive growth within a multinational environment.
- Manager Role (2 Years):** Led shifts, managed team performance, and ensured operational KPIs were met.
- Developed strong crisis management, customer service, and organizational skills under high pressure.

MARKETING INTERN (Brand Activation)

Apr 2023 – Jun 2023

Kanal D / Radio Impuls | Cluj-Napoca

- Created viral content for TikTok and Instagram, including interviews and event coverage.

- Assisted in monitoring the performance of national media campaigns.

VISUAL CONTENT INTERN**Mar 2021 – Jun 2021***Smile Photography | Cluj-Napoca*

- Delivered high-standard event photography and videography.
- Managed on-site logistics and equipment setup for large-scale events.

INTERNATIONAL EXPERIENCE**WORK & TRAVEL USA PROGRAM****Summer 2023 & 2024***United States*

- Developed adaptability and advanced English communication skills in a multicultural environment.
- Documented the travel experience through vlogs and visual storytelling.

EDUCATION**Master's in Media Communication****2025 – 2027**

Babeş-Bolyai University, Cluj-Napoca

Bachelor in Digital Media**2021 – 2024**

Babeş-Bolyai University, Cluj-Napoca

SKILLS & COMPETENCIES**Marketing & Ads:** Email Marketing, Meta Ads, Google Ads, SEO Basics, Social Media Strategy**Design & Video:** Adobe Creative Suite (Photoshop, Lightroom, Premiere), Canva, DaVinci Resolve**E-commerce:** Magento CMS, Product Listing Optimization, Data Management**Soft Skills:** Team Leadership, Project Management, Operational Discipline, Adaptability**Languages:** Romanian (Native), English (Advanced/Fluent)