

# 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

Digital Strategy Consultant | *Freelance*

Jun 2024 – Present

Acting as a full-stack digital marketer for diverse clients, focusing on brand identity and growth.

- **Campaign Orchestration:** Designed and executed omni-channel strategies integrating email automation with targeted social content.
- **Visual Production:** Managed end-to-end photo/video production, from storyboarding to post-production in DaVinci Resolve and Lightroom.
- **Growth Hacking:** Implemented organic growth protocols resulting in measurable engagement spikes across TikTok & Instagram.

E-Commerce Growth Specialist | *Vitacom Electronics*

Feb 2025 – Jun 2025

Managed the digital shelf and user experience for a major electronics retailer.

- **Magento Infrastructure:** Optimized complex product catalogs and metadata for maximum SEO visibility.
- **UX Analysis:** Utilized Google Analytics to track user behavior, reducing cart abandonment through strategic layout adjustments.
- **Visual Merchandising:** Designed high-conversion web banners and promotional assets aligned with seasonal sales cycles.

Brand Activation & Content | *Kanal D / Radio Impuls*

Apr 2023 – Jun 2023

Bridged national broadcast reach with digital engagement strategies.

- **Broadcast Integration:** Collaborated on national brand campaigns, translating on-air messaging into digital assets.
- **Performance Tracking:** Monitored real-time campaign KPIs via Google Analytics to adjust content pacing.
- **Creative Production:** Produced rapid-response social content for on-air talent and station promotions.

Visual Content Lead | *Smile Photography*

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).