

PANESCU VASILE-COSMIN

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PROFESSIONAL SUMMARY

Confident student, with a passion for learning and development. Eager to leverage education and training in the digital marketing space to support the growth and success of a high-performing organization. I am excited to learn from experienced professionals, collaborate with team members and expand my knowledge.

EDUCATION

University of Bucharest | Bachelor's program: Economic Cybernetics

2022 - 2025

- Relevant Classes | Marketing, Operational Research, Economy, Information Technology
- College projects | [Dero Protect- Refresh Campaign](#), Data Encryption ([App](#), [Research](#)), [The 2008 financial crisis](#)

Google Digital Garage

- Relevant Courses | [Fundamentals of Digital Marketing](#)

Udemy

- Relevant Courses | [SEO Training Masterclass](#), [Microsoft Word](#), [Excel](#), [PowerPoint](#)

GENERAL SKILLS

Digital Marketing | SEO, Social Media Management, Google Analytics, Excel, PowerPoint, Word, Figma, Canva

Web Development | HTML, SASS/CSS, JavaScript, React, NextJS, TailwindCSS, WordPress

EXPERIENCE AND PROJECTS

Digital Marketing Intern

RosPlant

May 2023 - present

- Achieved an 11% increase in website performance through successful implementation of SEO strategies.
- Contributed to the development of new and innovative marketing strategies to increase the company's visibility and attract new customers.
- Focused on improving and optimizing the company's online performance through effective management of the website and social media platforms, resulting in increased engagement and growth.

Volunteer

Marketing Department

October 2022 - present

- Active development of a student application, responsible for debugging and styling using CSS.
- Future responsible for building the official website of the Student Association of the Faculty of Administration and Business, demonstrating skills in digital marketing and web development.
- Involved in creating the design of posts, descriptions and organizing events.

Personal Website

Personal website that presents my portfolio and skills

- Website development and optimization, using best practices and programming techniques to create a pleasant and efficient browsing experience for users.
- Implementation of advanced SEO strategies, including content optimization, site structure, use of keywords and meta tags to improve visibility and positioning in search engines.

OTHER INFORMATION

Languages | Romanian (native), English (B2)

Interests | marketing, tech, reading, entrepreneurship, development, investing, psychology, networking