

DARIA ANTONESCU

ABOUT ME

Multimedia Design student driven to create engaging digital experiences, graphics, illustrations and distinctive brand identities. With a background in Business Administration, I enjoy translating concepts and research into user-centred media products. Passionate about visual communication, I develop strategic content informed by research, critical thinking, and technical expertise. While my design work is grounded in logic and functionality, my artistic practice is an intuitive process, and I enjoy the contrast and interplay between the two. I am eager to collaborate on innovative design solutions in a dynamic team environment.



EDUCATION

AP Multimedia Design

2024 - 2026 | Business Academy Southwest | Denmark

I am developing skills in planning and executing **digital experiences**, including **web development**, **graphics**, **video**, and **image editing**.

BA Business Administration

2019 - 2023 | Hotelschool The Hague | The Netherlands

Graduated with a 79 average. Developed expertise in creating **marketing** and **business strategies** grounded in research methodologies and theories.

Diploma of Baccalaureate

2015 - 2019 | National College "Mihai Viteazul" | Romania

Successfully completed high school and the final exam.

WORK EXPERIENCE

Communication & PR assistant

February - July 2023 | Foundation For Environmental Education | Denmark

- Developed **newsletters** in Mailchimp to improve outreach strategies.
- Maintained and curated **content across social media channels**, including Instagram, Facebook and LinkedIn to enhance online presence.
- Created **PR materials** such as online **brochures**, **infographics**, and **animated videos** for program and webinar promotion.
- **Communicated with stakeholders** to gather information and materials to support the development of comprehensive databases in Podio.
- Assisted in the **development of webinars and courses**, enhancing educational offerings and engagement within the digital landscape.

CONTACT

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📍 Nyborg, Denmark

🌐 LinkedIn: [Daria Antonescu](#)

📷 Instagram: [@dariaantonescu](#)

🚗 Driving license obtained in 2018

LANGUAGES

English | Proficient

Romanian | Native

Danish | Elementary

Spanish | Beginner

SKILLS

UX/UI design

UX research

Brand identity design

Brand strategy

Digital marketing

Content creation

Graphic design

Visual communication

Video editing

CMS management

Team collaboration

Problem solving

Customer service

Time management

Student Assistant Business Development Course

November 2021 – November 2022 | Hotelschool The Hague | The Netherlands

- Collaborated in the **design and implementation of dynamic presentations and quizzes** used throughout the course as teaching material to enhance the study experience for more than 200 students enrolled at Hotelschool in The Hague.
- Provided weekly **progress meetings** and notes to teachers, ensuring effective process communication.

Web development

2021 – 2022 | Scudo Serv | Romania

- **Redesigned the company's website**, originally built in 2000, by **prototyping in Figma** and **designing in Webflow** to align with modern design and functionality standards.
- Designed an **informational brochure** to enhance the company's brand communication and awareness.

Brand Marketing Member

October 2020 – October 2022 | Sustainability Committee HTH | The Netherlands

- Collaborated with other team members to create effective **marketing campaigns** and **social media content** from planning to execution.
- Analyzed website and **social media analytics** to identify trends and opportunities for improvement.
- Created **articles** and **booklets** that helped build the brand's message.

Digital Marketing Assistant

September 2019 – Present | Samedru | Romania

- Analyzed data to **understand customer preferences**, extracting actionable insights for targeted campaigns.
- Established a **social media presence** on Instagram and Facebook for the guesthouse that increased the follower base from 0 to 1600 within the first two months.
- Created a series of **infographics** that were shared across multiple channels, resulting in increased occupancy.
- Designed **product stickers** for traditional, homemade products served at the restaurant.

Bike courier

May 2022 – November 2022 | Thuisbezorgd | The Netherlands

- Picked up foods from various restaurant located in The Hague, and delivered it to food-loving customers with a smile.

TOOLS

Adobe Creative Suite:

Photoshop, Illustrator, InDesign, Premiere Pro, After Effects

Figma

HTML, CSS, Javascript

Wordpress (PHP)

Webflow

Canva

Mailchimp

COURSES

Adobe Illustrator Mega Course

| 92learns | Gained skills in vector-based design.

Master Figma from 0 to 100 | Domestika | Developed skills in Figma.

Figma and Webflow | Webcase Community | Acquired expertise in web design.

Marketing Strategies on Social Media | Domestika

HOBBIES

Painting

Photography

Traveling

Reading

Skiing

Yoga