.Afbeelding met schermopname, Graphics, ontwerp

Automatisch gegenereerde beschrijving

**Eftimie Mandea**

Date of birth: 18/05/1988 **|** Nationality: Romanian  **|** Gender: Male  **|**

Cluj – Napoca, Romania

**PROPOSED POSITION: Web Analytics Expert**

Eftimie Mandea is a highly experienced data professional with over **5 years of experience** in leveraging data-driven insights to optimize digital performance and align strategies with business objectives. His expertise spans **web analytics**, user behavior tracking, and campaign effectiveness measurement, as evidenced by his roles at Alstom and Evalueserve, where he actively **monitored web analytics to assess engagement levels** and implemented improvements for content quality. He is proficient in using various analytics tools, including **Power BI**, and has a strong background in **interpreting complex datasets**, setting up performance metrics, and providing actionable recommendations for improving engagement, conversions, and ROI.

**WORK EXPERIENCE**



08/2023 - Ongoing; Romania

**Data Management Specialist** - Alstom

* Leveraging tools like Power BI, Power Apps, SharePoint, and SAP to enhance data visualization, simplify reporting, and ensure seamless collaboration.
* Contributed as a content manager, effectively utilizing SharePoint to streamline access to reports, tasks, and updates for stakeholders.
* Extracted, transformed, and integrated datasets using Power Query, optimizing performance and developing automated workflows.
* Developed and maintained Power BI dashboards for top management, presenting interactive insights into task status, activity progress, and overall performance metrics.
* Collaborated with stakeholders to gather and translate business requirements into actionable data solutions.
* Implemented data visualization strategies aligned with strategic goals, ensuring clarity and accessibility for decision-makers.
* Documented workflows and processes across Power BI, Power Apps, and SharePoint, fostering knowledge sharing and continuity.
* Integrated data into the SAP environment, ensuring accuracy and alignment with organizational objectives.
* Managed content on SharePoint, centralizing reporting and task updates for crossfunctional teams.
* Monitored web analytics to assess engagement levels and implemented improvements for enhanced content quality.
* Collaborated with teams to write, edit, and proofread content for reports and project updates.
* Provided editorial, creative, and technical support for content development and distribution.



01/2022 – 08/2023; Romania

**Business Analyst with Power BI & Content** - Evalueserve

* Shape solutions from BA area and define the needed within current operating model and answer business needs through Power BI in order to map with strategic goals and current enterprise needs in therms of data visualisation and modeling.
* Acting as a Content Manger for multiple web platforms owned by our clients.
* Collaborating with business partners for consultations and gathering requirements;
* Turning preliminary or ambiguous ideas or problems into well-defined plans and solutions;
* Developing Power BI reporting projects;
* Designing friendly and comprehensive dashboards;
* Contributing to operational excellence by sharing knowledge adhering to quality standards and best practices;
* Digest complicated tables using the Power BI query editor,
* Create the appropriate calculations using DAX functions and tables;
* Present and share team work through Power BI online;
* Participating in Evalueserve initiatives related to mind+machine projects, innovation, training and development. Writing, editing and proofreading content.
* Produce reports on user feedback for the website, identify and address any problems brought up by users, and develop ways to increase the site's content quality.
* Writing, editing, proofreading content;
* Provide editorial, creative and technical support to team members;
* Track web analytics to ascertain content engagement levels;
* Manage content across all platforms, including email and social media;
* Used HTML, CSS & JS in order to beautify and create custom content that gets shipped within client platforms;
* Used React in order to generate static pages for different web platforms.
* Used SAP Enable Now to add Help tiles to the platform.



08/2022 – 12/2022;

**Content Manager** – CTRL-QS Germany

* Develop content strategy aligned with short-term and long- term marketing targets
* Collaborate with marketing and design teams to plan and develop site content, style and layout
* Create and publish engaging content
* Edit, proofread and improve writers’ posts
* Liaise with content writers to ensure brand consistency
* Optimize content according to Figma
* Make use of Atlassian to comprehend my work's best practices.
* Use content management systems to analyze website traffic and users engagement metrics
* Manage content distribution to online channels and social media platforms to increase web traffic
* Develop an editorial calendar and ensure content team is on board
* Track the tasks using Asana
* Used Harvest to track the time spent on different project



02/2018 – 01/2022;

**Data Analyst** – Sykes/Sitel

* Supporting the business by analyzing business data, optimizing teams performance, and striving to improve existing processes through supporting team and end-users as a Subject Matter Expert (SME) through troubleshooting, recommending solutions and identifying opportunities to solve business purposes through Business Intelligence.
* Create weekly schedule for all team considering the preference of each / the work volume and the forecast given by the client
* Approve/reject Holiday requests and check if they have been entered in the system correctly.
* Create and mantain Power BI reports about performance, schedule adherence, using Excel, Power Bi and publish them to an internal tool used by the company;
* Analyze and determine information needs and elements, data relationships and attributes, data flow and data output, and reporting capabilities;
* Design, plan, implement and administer databases and modelling techniques to establish, modify or maintain data structure;
* Ensure quality data structures for the analysis of data, use of proper statistical analyses, and implementing visualization best practices in created content through our BI Tool;
* Weekly / monthly reports to HR regarding the work schedule, its observance as well as any extra-tasks requested by them;
* Create accounts for new hires both internally and for client tools;
* Participating in job interviews where I tested certain qualities of the candidates (language, abilities);
* Responsible for Data preparation, Data analysis and execution of requests that require data pull from various databases using SQL.



04/2013 – 10/2017;

**Labeling Operator** - Continental

* Updating the documentation regarding the functions that are to be tested through questions addressed in the special fields;
* Labeling and sorting the video images in accordance with functions that need to be tested;
* Analyzing the situations encountered during the file labeling activity and reporting these in written form
* Right usage of video data server;
* Internal and external presentations of results of the projects and reports;
* Active participating at the department’s activities (such as visits, presentations, courses/ trainings,etc);
* Collaborate with development teams from other development centers of CAS.
* Offering on the job training and technical support for the new entries;
* Debugging and solving encountered issues;
* Actively participated in improving labeling tools and working process

**EDUCATION AND TRAINING**



09/2007 - 06/2011

**Law (not licensed)** - "Lucian Blaga" University of Sibiu

09/2017 - 06/2019

**Accounting and Management Information Systems (not licensed)** - Babes Bolyai University of Cluj

01/2020 - 12/2020

**Inspector in the Field of Occupational Safety and Health** - Universitatea „Lucian Blaga” Sibiu

01/2018 – 12/2018

**.NET Course** – Informal IT School in Cluj-Napoca

**LANGUAGE SKILLS**



|  | UNDERSTANDING | | SPEAKING | | WRITING |
| --- | --- | --- | --- | --- | --- |
|  | Listening | Reading | Spoken production | Spoken interaction |  |
| **Romanian** | C2 | C2 | C2 | C2 | C2 | |
| **English** | B2 | B2 | B2 | B2 | B2 | |

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

**DIGITAL SKILLS**



Power BI , iCoach , PL SQL , MySQL , C#, Swift, Xcode, Microsoft Word, Microsoft Excel, PowerPoint, Outlook, Contentful, Sharepoint, SAP EnableNow, HTML, CSS, JS (React), Git, Visual Studio Code, Windows, Mac OS, Computer Hardware Architecture, Salesforce – ticketing platform , Confluence tools, Asana, Harvest , Figma.

**COMMUNICATION AND ORGANISATIONAL SKILLS**



**Communication skills**



* **Stakeholder Collaboration:** Collaborated with stakeholders to gather and translate business requirements into actionable data solutions, showing effective interaction with various parties to achieve common goals.
* **Content Creation & Editing:** Wrote, edited, and proofread content for reports and project updates, demonstrating the ability to articulate information clearly and accurately in written form.
* **Presentation Skills:** Developed and maintained Power BI dashboards for top management, presenting interactive insights, indicating the capacity to convey complex information understandably to an audience.

**Organisational skills**



* **Project Management: Managed content on SharePoint, centralizing reporting and task updates for cross-functional teams, demonstrating an ability to oversee and coordinate work effectively.**
* **Time Management: Used Harvest to track time spent on different projects and developed an editorial calendar to ensure content team alignment, indicating proficiency in planning and monitoring work within deadlines.**
* **Data Management: Extracted, transformed, and integrated datasets using Power Query, and managed content across platforms, highlighting the ability to structure, maintain, and process information efficiently.**