

Horatiu Babau



 horatiu.babau@gmail.com

 +30 6947220069

Summary

Entry level web developer (2500 published web pages for *Hella*), eager to upskill in Web Development. Starting a Web and Mobile Technologies MSc this September at LSU Sweden (2 years, self-paced, online), and looking for a full-time position in the field to go with it.

Experience

Tech Advisor

Google

Jan 2022 - Jun 2022 (6 months)

Providing assistance and troubleshooting for Google's Tech Products via phone, chat and emails. The product ecosystem that I am serving consists of around 25 microsites/apps that have a wide array of purposes.

My favorite is Google Domains. Troubleshooting for it requires a good understanding of the web infrastructure and processes behind DNS, including Resolving Name Servers, TLD Name Servers, Root Name Servers, Authoritative Name Servers, Zone Files, Resource Records, TTL, Cache, on top of the DNS resolution process and ICANN's Domain Lifecycle.

Google's web hosting and web building tools and services are also included here.

(Hired through Teleperformance Greece)



Marine Ecology and Conservation Intern

Archipelagos, Institute of Marine Conservation

May 2021 - Jul 2021 (3 months)

Data collection and analysis for a long-term study recording day/night variations in marine Macroinvertebrate assemblages living in the waters of Lipsi Island, Greece.



Digital Marketing Specialist | Global

Genpact

Jan 2020 - Jul 2020 (7 months)

Project Management for B2B Paid Media Campaigns with a focus on Brand (launched 9 campaigns with individual budgets from \$500K to over \$1M).

Project Management

- Accountable for delivering all paid media brand campaigns within budget & time frame (Awareness, Demand Generation and Engagement Campaigns)
- Campaign specific channel mix (LinkedIn, Facebook, Instagram, YouTube, Programmatic, Paid Search, Web)
- Liaising with Digital Senior Management, Campaign Managers, Channel Owners (Search, Social Media, Programmatic), Editorial and Web teams, Creative Agency and Paid Media Agency to enable, track and amend the campaign build across multiple time-zones
- Collate/check Media Plans, Campaign Briefs, Response to Briefs, Executive Summaries, Strategy and Budgeting documents

Digital Operations

- Implementing the 100+ steps Campaign build process on Monday.com (work management system)
- Creating and Managing Campaign Workflows
- Building the tracking for Programmatic on Brand campaigns
- Creating Step by Step Training Documentation with regards to Tracking and Web Reporting
- Keeping the daily minutes for the Paid Media Alignment call, having visibility and top line knowledge of all areas of digital to ensure a smooth user journey across multiple touch points

Reporting

- Collate the Monthly Web Performance Report and share it with stakeholders (Excel Report based on raw data collected through Google Analytics and DOMO)
- Collate Bi-Weekly Performance Reports on all Reputation Campaigns and provide commentary and recommendations for optimizing (Programmatic& Social)

Paid Search

- Collate keywords and write AD copy for key pages



E-Marketing Specialist | Global

HELLA

Mar 2018 - Sep 2018 (7 months)

Devising effective marketing initiatives to strengthen the online presence of HELLA's Aftermarket brands in the global marketplace (35 countries).

Digital Product Development

- Laying out the architecture for HELLA Partner World US, a new business to business platform, with careful consideration for branding, business requirements, functionality, and usability findings
- Developing business cases to justify planned developments for approval and sourcing
- Developing and presenting UI design proposals (Photoshop)
- Collating page content and prepare requisites for implementation (Excel Spreadsheets)
- Liaising with IT to ensure the final implementation within a set timeframe and guidelines
- Enabling user interface consistency by aligning functionalities and content across all HELLA Partner World microsites

Newsletter Campaigns

- Creating and sending newsletter campaigns for special events through Campaign Monitor, with open rates between 50% and 92%
- Filtering custom senders lists for various newsletter campaigns from the central communication database (over 61.000 active subscribers from the EMEA, BRIC and Oceania regions)
- Assisting in the creation and release of the GDPR Digital Signature Newsletter Campaign for Europe
- Designs and copy for automated emails, as part of the account activation sequence

Content Management for HELLA TECH WORLD (DE, EN, ES, FR, IT, NL and PL microsites)

- Coordination of technical and bulletin editorial tool and database
- Optimizing content for search engine and lead generation
- Converting content to HTML and liaising implementation, in alignment with the Global Content Strategy (~ 2500 individual web pages)
- Ordering visuals for online publishing to match the brand and content concepts (banners, icons, images, logos)

Other tasks:

- Analyzing and presenting statistical and SEO data with regards to all HELLA websites, microsites and portals
- Registering Wholesale accounts through the CRM System

E-commerce Intern | Global

Jimmy Choo

Oct 2017 - Dec 2017 (3 months)

Assisting the E-commerce department of the iconic luxury accessories brand on a global level (32 countries).

- Assisting with testing of the website and all customer services content
- Compiling regular competitor audits and share with the Omnichannel team
- Developing documentation that was instrumental in switching to SAP (new CRM system)
- Assisting with customer retention projects and build relationships with existing customers
- Working with all outsourced teams to provide an excellent standard of customer service and aftersales care
- Supporting Personal Shopping with customer outreach, personal shopping for VIP customers and reactive customer service
- Supporting the Customer Service teams with repairs, sourcing styles in boutiques and product knowledge
- Working with the Aftersales team for the aftercare/repair service for online customers
- Support the outreach to customers, to push key products. Offer styling and sizing advice to customers, cross selling and store referrals to contribute to the E-commerce team sales target
- Help to keep a structured waiting list for customers interested in upcoming styles and keeping those customers informed on availability
- Assisting with sample and stock management in Head Office and the UK Warehouse
- Assisting with sending out brochures and gifts to customers
- Assisting with order book management
- Ad-hoc team support

Sales Associate

Versace

Sep 2016 - Dec 2016 (4 months)

My main responsibilities as a Temporary Sales Associate were:

- Delivering exceptional customer service and recommendations to drive sales
- Assisting customers at the changing rooms, providing extra-sizes and styling options
- Operating the sales counter
- Stock management

Event Manager

Rotaract Opera

May 2016 - Aug 2016 (4 months)

Off – Opera Fashion Fair, Second Edition

- Facilitated the development, production and distribution of printed and digital marketing materials for Off – Opera Fashion Fair, a designer label charity fair in Romania
- Instrumental in growing attendance at Off – Opera Fashion Fair
- Collating the unique selling proposition, guidelines and visuals to establish event identity
- Managed the internal communication of critical paths, interdepartmental and external relations and gathered content to enable efficient collateral production on deadline and within budget
- Leveraging collaborations to acquire desirable alignments, instigating influencer partnerships to broaden reach and facilitating press exposure initiatives to garner greater awareness
- Writing and sending the official press releases to local and national press, resulting in 20+ features
- Onsite coordination of a team of 15, ensuring the delivery of the fashion shows, concerts and other activities on a tight schedule

Marketing Specialist

Outliers.ro

Jun 2015 - Oct 2015 (5 months)

Managing the marketing, PR and communications for a Romanian online apparel retailer.

- Collated branding guidelines to position Outliers as a leading lifestyle brand in the Romanian fashion arena
- Designing and implementing online marketing campaigns using CMS, SEM/SEO, Social Media and Newsletter resulting in a 20% net sales growth
- Analyzing owned, earned and paid media KPIs to measure ROI and guide future marketing activity
- Conducting and presenting market research, competitors analysis and performance reports weekly
- Directing an external PR agency and equipping them with samples and image assets to secure higher quality editorial coverage

Event Manager

Rotaract Opera

Feb 2015 - May 2015 (4 months)

Off – Opera Fashion Fair, First Edition

Education

Roskilde University

BSc (Hons) Molecular and Environmental Biology

2020 - 2021

Universitatea „Babeş-Bolyai” din Cluj-Napoca

BSc (Hons) Physics, Physics

2018 - 2019

London College of Fashion, University of the Arts London

BA (Hons) , Fashion Marketing

2014 - 2017

Licenses & Certifications

The Ultimate 2022 Fullstack Web Development Bootcamp - Udemy

Brand Best Practices - Meta

 **Measurement Certification** - Google Ads
Issued Feb 2020 - Expires Feb 2021

 **Display Certification** - Google Ads
Issued Jan 2020 - Expires Jan 2021

 **Search Certification** - Google Ads
Issued Jan 2020 - Expires Jan 2021

 **Video Certification** - Google Ads
Issued Jan 2020 - Expires Jan 2021

Measurement Foundations - Meta

 **Google Analytics for Beginners** - Google
Issued Feb 2020 - Expires Feb 2023

 **Google Analytics Advanced** - Google
Issued Mar 2020 - Expires Mar 2023

Honors & Awards

 **2nd Place John Lewis Business Award 2015** - John Lewis
May 2015
The brief: creating a low budget Omni channel marketing/branding strategy for a SS16 menswear capsule collection