

## Contactați

forgaciusara@gmail.com

www.linkedin.com/in/sara-forgaciu-108862170 (LinkedIn)

## Aptitudini principale

Event Planning

Social Media

Teamwork

## Languages

Romanian (Native or Bilingual)

English (Full Professional)

## Certifications

Google Analytics for Beginners

Getting Started in User Experience

The Fundamentals of Digital Marketing

Learning to Write for the Web

UX Foundations: Information Architecture

## Honors-Awards

Honour Roll for Academic Excellence

Honour Roll for Academic Excellence

2nd Place in Original Oratory

# Sara Forgaciu

Digital Culture Student at King's College London  
Marea Britanie

## Rezumat

I like telling stories through digital means.

My main goal is to capture big ideas in a small amount of words.

I'm a final year Digital Culture student at King's College London with a passion for tech and creative writing. I help brands develop their social media strategy by combining both creativity and high-level strategic thinking. Ultimately, creating content that brings together brands and people.

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## Experiență

### Bottle

Content Intern

august 2020 - Present (1 lună)

### Amazon

Brand Ambassador

august 2019 - aprilie 2020 (9 luni)

London, United Kingdom

-Creating digital content that advertises Prime Student services and events

-Awarded for best on-campus marketing initiatives from all UK universities (October 2019)

-Project manager for Amazon events on campus

-Worked in collaboration with King's Sport to organize the Great King's Color Run; an annual marathon with over 200 participants

### Facebook

Participant at Design Jam

octombrie 2019 - octombrie 2019 (1 lună)

London, United Kingdom

-Developed a UX design for a video streaming company alongside five diverse team members

## KCL Marketing, Advertising, & PR Society

### Event Organizer

septembrie 2018 - septembrie 2019 (1 an 1 lună)

London, United Kingdom

- Orchestrated Google guest speaker event (400 participants), movie marketing event (50 participants) & digital marketing Hackathon, VIRAL 2.0 (100 participants)

## CG ELITE EVENTS

### Hospitality Staff

aprilie 2019 - iunie 2019 (3 luni)

London, United Kingdom

## HR Embassy

### Digital Marketing Intern

mai 2018 - septembrie 2018 (5 luni)

Bucharest, Romania

- Managing social media campaigns on Facebook which led to a 190% increase in engagement and 8% conversion rate
- Communicated on daily basis with clients, captured feedback on provided services and searched for new customers through company's networks
- Creating digital content using Sketch, Adobe Photoshop/Illustrator
- Working with WordPress for SEO
- Project manager for company's ten year anniversary event

## BDR Associates

### Intern

iulie 2017 - august 2017 (2 luni)

Bucharest, Romania

- Conducted a brand identity change for a life insurance company (set up and managed social media accounts, arranged press interviews with company officials & orchestrated an inauguration event with over 300 participants which had to be properly advertised)
- Tracked the progress of the brand identity change using Adobe Analytics (reported an increase in traffic and multiple segments)
- Creating visual & written content for press releases
- Helped design a CSR campaign for a frozen vegetable company focused on promoting healthy eating habits

## Model United Nations of The Hague

## Delegate

ianuarie 2017 - ianuarie 2017 (1 lună)

The Hague, South Holland, Netherlands

- Drafted and passed a resolution pertaining to FGM in Africa, the Middle East and Asia

## Iberian Model United Nations

### Delegate

noiembrie 2016 - noiembrie 2016 (1 lună)

Lisbon, Portugal

## Citi

### Intern

iulie 2016 - iulie 2016 (1 lună)

Bucharest, Romania

- Exposed to multiple sectors of the bank such as private banking, financial operations and public affairs
- Became accustomed to client communication procedures
- Gained experience with Excel
- Learned the basics of political and brand monitoring

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## Studii

### King's College London

Bachelor of Arts - BA, Digital Culture · (2018 - 2021)

### American International School of Bucharest

International Baccalaureate · (2006 - 2018)