

# Nicole Brinza

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## CAREER OBJECTIVE

Hard-working professional with 11+ years of experience and a proven knowledge of event management, market research, sales, marketing, web development and office administration. Aiming to leverage my skills to successfully fill the role at your company.

## PROFESSIONAL EXPERIENCE

### **MOSAIC CLAIMS MANAGEMENT, Houston, TX (work remotely)**

#### **Project Manager, Oct 2021 – Present**

- Ensure a positive and high-quality customer experience through all interactions
- Focus on continuous improvement in project delivery
- Work closely with the CEO to identify, plan, organize and drive activities related to marketing projects
- Manage insurance claims related projects
- Create the website of the company; in charge of Digital Marketing campaigns
- Intake leads info and manage the CRM (oversee the workflow)

### **AAA LOSS CONSULTING, Rolling Meadows, IL**

#### **Director of Operations, Sep 2020 – September 2021**

- Work with the HR department to create job descriptions, hire competent personnel and oversee employee training programs
- Keep track of the company's revenue margins and conduct budget reviews to maximize profits
- Oversee client support services and materials and inventory management
- Ensure operational activities remain on time and within a defined budget
- Create the website of the company and manage social media activity
- Be in charge of the marketing campaigns

### **GENESIS MARKETING CORPORATION, Forrest Park, IL**

#### **Corporate trainer/Team Lead, Oct 2019 – Aug 2020**

- Participate in daily meetings to go over sales strategies and team progress towards consulting goals
- Predict client behavior by researching market-specific changes and reaching out to clients affected by the changes, as well as confluent resolution for any clients experiencing difficulties
- Coaching newer team members on completing a consultation using impulse factors, key steps to a critical conversation and get great work habits
- Write, edit and deliver speeches to ameliorate the training process
- Plan and direct staffing, training, and performance evaluations to develop and control sales and service programs

### **EGOSEM CONSULTING INC, Towson, MD**

#### **Marketing Account Manager, Nov 2017 – Sep 2019**

- Resolve customer complaints regarding sales and service.
- Monitor customer preferences to determine focus of sales efforts.
- Review operational records and reports to project sales and determine profitability.
- Confer or consult with department heads to plan advertising services and to secure information on equipment and customer specifications.
- Track consumer retention and purchase trends to contribute to the marketing strategy of the company by using tools such as the MIS Cloud Software

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**GENESIS MARKETING CORPORATION, Chicago, IL**  
**Marketing Account Manager, Jul 2017 – Nov 2017**

- Determine price schedules and discount rates.
- Prepare and execute a sales and consulting pitch to clients affected by market-specific changes and adjusting pitch based on client responsiveness
- Plan and prepare advertising and promotional material to increase sales of products or services, working with customers, company officials, sales departments and advertising agencies.
- Gather and organize information to plan advertising campaigns.
- Become familiar with the structure of the business and different stages of growth towards growth project management (account management, corporate training, team management)

**INTERNET MARKETING ONLINE, Timisoara, Timis**  
**Communication and Public Relations Specialist, Sep 2011 – Jun 2014**

- Respond to requests for information from the media or designate an appropriate spokesperson or information source.
- Establish or maintain cooperative relationships with representatives of community, consumer, employee, or public interest groups.
- Plan or conduct market or public opinion research to test products or determine potential for product success, communicating results to client or management.
- Develop marketing campaigns for environmental technologies or services.

**EDUCATION**

**Politehnica University of Timisoara**  
**Timisoara, Timis, Romania**

*Master of Communication and Digital Media Communication (Jun 2013)*

**Politehnica University of Timisoara**  
**Timisoara, Timis, Romania**

*Bachelor of Public Relations Communication (Jun 2011)*

**ADDITIONAL SKILLS**

- Romanian - Business level Speaking, Reading, Writing
- Spanish - Business level Speaking, Reading, Writing
- Customer Acquisition
- Social Media Marketing (Facebook, Twitter, Instagram, html, Wix, CRM)
- Public Relations
- Customer Service
- Sales and Marketing

**CREDENTIALS AND LICENSES**

- Certified in Small Business (2016, Chicago, IL)
- Certified in Sales and Marketing (2017, Chicago, IL)
- Certified in Customer Service (2018, Chicago, IL)
- Certificate in Front-End Development (enrolled student, will graduate in April)