

Ioan Petras

CONTACT

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OVERVIEW

A unique combination of marketing, management, business administration, advertising and public relations experience, with the ability to successfully combine business development, client management and marketing communications.

EDUCATION

MSc in Management, Digital Media and Information **2011 - 2013**

Uppsala University

Focus on: Marketing Research, Statistics, Corporate Management, Information and Brand Management, Digital Media, Organizational Behaviour, Ethics, Media Policies and New Media.

BSc (Hons) in Marketing and Communication Science **2008 - 2011**

Babes-Bolyai University

Minor in Business Economics. Focus on Marketing, Advertising, Corporate Communications, Business Development, International Business and Consumer Behaviour.

CERTIFICATES

Finance Certificate **2012**

Stanford University

Certificate of accomplishment awarded by Stanford University for successfully completing the Finance course.

Computer Science (CS50x) Certificate **(expected)**

Harvard University edX

Certificate of mastery awarded by Harvard University edX for successful completion of CS50x Computer Science course.

RELEVANT EXPERIENCE

AIESEC Sweden **2012 – present**

Digital Marketing Assistant / Web Developer

- Responsible for all online external communications.
- Brand management and communication strategy creation.
- CMS, web development (HTML/CSS/JavaScript)
- Social media promotion responsibilities (SEO, PPC, AdWords, Analytics, Webmaster).

MBT Austria **2011 – 2012**

Marketing Communications Specialist

- Involved in planning, developing and implementing the marketing strategy.
- Strategic planning and branding for the entry into the Eastern European market.
- Performed marketing research and maintained the marketing budget plan.

Nasii Advertising **2010**

Account Manager Internship

- Used CMS for connecting the company to existing and potential customers.
- Liaison between the clients and the creative / media planning department.
- Performed successful marketing research for the development of new campaigns.

Marketing Assistant Internship

- Assisted in implementing and managing company events.
- Performed quantitative research for assessing the image of the organization.
- Maintained and tweaked the marketing budget plan.

SKILLS AND ABILITIES

Marketing, finance and advertising:

- Digital marketing and media relations experience, plus concept and strategy planning.
- ATL and BTL advertising experience.
- Account management, brand management and event management experience. Budget analysis, economics and statistics skills.
- Certified in finance, economics and business development. Knowledge of risk analysis and investment analysis.
- Trained in crisis management, corporate management and communications. High knowledge of information management, manipulation and persuasion techniques.
- PPC, SEO, B2B marketing and CMS experience.
- Social media marketing, email and guerrilla marketing experience.

Computer skills:

- Javascript and HTML/PHP/CSS experience.
- Full MS Office suite experience.
- SPSS, HootSuite, Drupal. Wordpress,
- Basic Adobe Photoshop, InDesign, Illustrator and Dreamweaver.
- Basic web design abilities and advanced social media experience.
- Solid Google AdWords, Analytics and Webmaster tools experience.

ADDITIONAL EXPERIENCE

Stanford Venture Lab**2013**

Finance Community TA (Teaching Assistant)

- Assisted the teachers with the overall workflow of the teaching process.
- Helped students with understanding the concepts taught and the general work requirements.

Uppsala University**2013**

Guest lecturer – Institute for Informatics and Media

- Held lectures pertaining to digital media, marketing and economics for BA and MA students part of the media department, economics department and HCI (Human-Computer Interaction) department.

LANGUAGES

- English
- Swedish
- Romanian
- Spanish