**Ioan Petras**

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| **CONTACT** | Sernanders vag 7-222 **E-mail:** [ioan.petras@outlook.com](mailto:ioan.petras@outlook.com)  Uppsala, 752 61 **Website:** <http://about.me/ianpetras>  Sweden **Phone:** (+46) 700 657 986 |
| **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.   **PRIME 2009**  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 |