

Cristina Jantic



"What we think, we become."

Work experience

Digital Marketing Executive (03/2019 – 01/2020)

Kline & Company (Prague, Czech Republic)

Kline is a respected provider of world-class consulting services and high-quality market intelligence that consistently lead to client successes in growing or improving their business.

- ☛ Implemented B2B marketing campaigns strategies to increase profitability through Pardot (CRM, Salesforce)
- ☛ List segmentation, A/B testing, conversion rates, automatization, analyzed and reported the campaign results
- ☛ Created landing pages and forms
- ☛ Increased yearly sales revenue by 40%; Increased brand awareness through creation and management of the social media channels through the Hootsuite platform, boosting social media engagement by 50%
- ☛ Created and presented pitch materials, including proposals and presentations, flyers, brochures, and banners in accordance with the corporate framework
- ☛ Participated in meetings to discuss new campaigns opportunities; Remote coordination with the sales teams & industry managers globally (primarily U.S. and China)
- ☛ Actively searched and organized worldwide events that best fitted B2B company's needs. SEO tags for blog section & content management
- ☛ Basic HTML coding, Photoshop, and GIMP editing skills

Pardot E-mail Marketing Specialist – short-term contract (10/2018 – 03/2019)

Mooza Inspire (Prague, Czech Republic)

Start-up Salesforce Golden Partner in Europe

- ☛ Employer branding activities through organic posts on social media
- ☛ Pardot e-mail marketing newsletters for the external partners, content marketing creation, graphic design of banners and flyers
- ☛ Organized company & team marketing video events related to employer branding
- ☛ Took part in webinar organization

Recruiter Consultant – Freelance

2 projects: People Matter & DISYS Europe (Prague, Czech Republic) *External recruitment agencies*

- ☛ DISYS: Sought for Network Engineers, SAP/ERP professionals, Project Managers, Cloud Architects, Application Manager, Service Delivery

Contact

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Romania / EU



Languages:

Romanian – Native
Russian – C1
English – B2/C1
Spanish – B2
Italian – A2

References available upon request: *Kline & Company, Mooza, People Matter, Utilitywise.*

Managers

🌐 People Matter: Sought for Java Developers, C++, QA, testers

IT Recruiter (01/2017 – 05/2018)

CPL Jobs (Prague, Czech Republic)

Cpl has been recognized for the past 5 years as a Great Place to Work and the agency is currently placed 14th in the Best Large Workplace category.

🌐 Dimension Data GDC via CPL (6 months): LinkedIn talent headhunting. Regular meetings with the hiring managers to determine job duties & other project details. Job posting on several worldwide career sites, identification of the best sourcing tools, job platforms, referrals, and other possible channels. Pre-screening & face-to-face interviews. Sought for Network Engineers, Unified Communications Engineers, Security Engineers, DWB Engineers, Service Desk Analysts, and Technical Managers.

🌐 Utilitywise via CPL (4 months): I have screened, sourced, recruited and interviewed for the following clients as Citrix, HomeAway, Texas Instruments, Panasonic, Fleetcor, Conrad, Western Digital, Utilitywise. Sought for customer support, sales agent, lead qualification, technical support, electrical engineers, account management roles. Successfully placement of the international candidates. Created Facebook campaigns to attract more candidates.

🌐 CPL: Interviewed and assessed prospective applicants and matched them with vacancies at clients' companies. Organized interviews with the clients. Sought for Java Developers, C# and C++ Developers, QA Engineers, Testers, Android Developers, BI Engineers, Technical Support Engineers. Primary sourcing tools were: Salesforce database, LinkedIn Boolean search, GitHub, Stack overflow, x-Ray search.

Agent Ticketing Consultant (05/2014 – 08/2016)

Lufthansa InTouch (Brno, Czech Republic)

Lufthansa is one of the five founding members of Star Alliance, the world's largest airline alliance, formed in 1997.

🌐 Offered the best travel support to our passengers, travel agencies lines and Miles & More fidelity lines. Provided the best quality services, advice negotiated the route which best fit the clients. Handled clients' complaints. I have used the booking tools such as Amadeus and Galileo for the travel ticket projects from A to Z.

Education

Master's Degree 2011 – 2013

West University of Timisoara, FEEA
Timisoara, Romania
Management & Marketing in Tourism

Bachelor's Degree 2008 – 2011

West University of Timisoara
Timisoara, Romania
Modern Applied Languages

Certificates

Google Analytics basics, Udemy
Media & Content marketing with viral bee, Udemy
SEO for beginners, Udemy
SFMC - Email Studio, Udemy
Photoshop for web design, Udemy



Technical Skills:

Microsoft Office (Word, basic, Excel, PowerPoint), Adobe Reader, **Adobe Photoshop**, GIMP, PDF Reader, PDF Editor, Outlook, Amadeus GDS, Galileo booking system, NoVomind, Taleo, ServiceNow, Workday, LinkedIn Boolean search, X-Digital, Smart Recruiters, ATS, Bullhorn, GitHub, Stack Overflow. SEO & SEM basics, Photography and basic Photoshop through Udemy. Asana, Jira, Slack. **Pardot**, **Salesforce (CRM)**, **Hootsuite**, **WordPress**, basic **HTML**, basic **MailChimp** & **SendGrid**. **Google Analytics**.

SALESFORCE TRAILHEAD

Learning - 138 badges:

<https://trailhead.salesforce.com/en/me/005500000007iYh9AAE>



Volunteer Experience:

Field market researcher

NGO Opinia
01/2005 – 01/2008
Chisinau, Republic of Moldova

Assistant Journalist

Independent Center of Journalism
01/2006 – 01/2008
Chisinau, Republic of Moldova