Romeo SEMENIUC

Phone: **+40 723 700 054**
E-Mail: **romeo.semeniuc@gmail.com**

Tech and Internet Enthusiast with mechanical engineering & IT background, IoT Optimist, passionate Web Developer, experienced Online Marketer, and Autism Awareness Activist

Professional Experience

✓ **Digital Marketing Expert** at B&R Industrial Automation

from June 2016
- Search Engine Optimization activities for the company's websites, focusing on technical SEO
- Digital Marketing Campaign: involved in planning, organizing, and implementing online marketing campaigns with a focus on Google Ads
- Digital media buying & Media budget management
- Manage company's YouTube channel: content updates, SEO, reporting
- Track& monitor the competitors
- Web Analysis & Reporting
- Guidance for local marketing teams
  My tools: Google Search Console, Google Analytics, Google Tag Manager, Looker Studio, SEMRUSH, ScreamingFrog, VidIQ, Microsoft Excel with VBA, R, Python with Pandas

✓ **Online Marketing Specialist** at NCM.at

December 2015 - February 2016
- Implementation of online marketing strategies - with a focus on SEO
- Performance analysis, evaluation, and interpretation according to the development strategy
- Keyword research and web & content analysis
- AdWords campaign management for customers
- Regular SEO reports

✓ **Online Marketing Team Leader** at TradeVille

May 2013 - February 2014
- Lead the team accountable for creating, planning, and strategic fit of full digital marketing mix: web and content management, email and marketing automation, account-based marketing, social media, advertising, web analytics, lead nurturing, SEO and SEA.
- Budget planning and cost control

✓ **Online Project Manager** at BRD - Groupe Société Générale

June 2010 - May 2013
- identifies market trends, defines the internet marketing strategy, and budgets
- SEO (Search Engine Optimization) activity for company's websites

- coordinates activities regarding the updates of the company's websites
- coordinates online marketing campaigns and SEM activities (Search Engine Marketing)

✓ **eMarketing Coordinator** at Carrefour

February 2007 - September 2010
- identifies market trends, defines the internet marketing strategy and budgets
- SEO (Search Engine Optimization) activity for the company's websites
- coordinates activities regarding the updates of the company's websites
- coordinates online marketing campaigns and SEM activities (Search Engine Marketing)
- coordinates SMS marketing campaigns
- digital media buying
- media budget management

✓ **Marketing Coordinator** at Zitec

June 2006 - February 2007
- identifies market tendencies, defines the internet marketing strategy and budget
- elaborates commercials topics; organizes events & fairs
- elaborations and publishing of periodical press releases on the occasion of launching new products or on other occasions
- permanently researches the market to identify new interest domains and their promoting
- selling Zend products (Zitec was the only representative in Romania at that time)
- SEO (Search Engine Optimization) activity for Zitec clients according to the adopted online marketing strategy de agreed mutually with the clients (Paravion.ro, HoteluriMamaia.ro, HoteluriBulgaria.ro, Concediu.com, Zend.ro, Zidox.com, Zitec.ro)
- keeping correspondence with the hierarchical superiors to obtain data regarding the above-mentioned activities

✓ **Marketing Coordinator** at Daewoo Automobile Romania

March 2005 – June 2006
- monitoring competition commercials and elaborating weekly reports regarding events and expenses with commercials of competitors
- analysis of publicity materials consumption (promotional objects, printings, catalogs) at the selling place, soliciting and analyze of such product offers, and elaborating the proposal for their production or purchase, which I presented to the superiors for approval
- negotiation with suppliers of the production or purchase conditions.

✓ **IT Expert (all IT guy)** at Ministry of SMEs, Entrepreneurship and Tourism

April 2003 - March 2005
- technical coordinator within the PHARE assistance program regarding the implementation of the C.A.T.I. (Computer Assisted Telephone Interviewing) system in the National Agency for Small and Medium-sized Enterprises and Cooperatives
- monitoring the internet traffic, updating the web pages www.mimmc.ro and www.timm.ro
- administrating the computer network and the e-mail accounts, the remedy of hard and software problems that are occurring in the exploiting of the Agency's computers (virus protection and reinstallation of specific software, remedy of the physical problems - hardware nature)
- configuration of the database regarding the SMEs from Romania and administrator of such
- participating in conferences and workshops with IT topics from the part of the Agency
- assistance and consultancy for IT products purchase – hardware and software

✓ **Sales Representative** at AUTOSOFT SRL

March 1998 - May 2001
- contacting clients, installation and presenting the software demo
- consultancy for clients for improving the quality of the products
- maintaining the relationship with existing clients

Studies

- 1998-2003 Faculty of Engineering and Management of Technological systems from within Bucharest Politehnica University, specialization "Machine – Tools", group of "Marketing" – professional engineer
- 1997-2000 Nr.1 Technical University College from within Bucharest Politehnica University, specialization "Exploiting machines and equipment" as class chief – college engineer
- 1991-1995 "Eudoxiu Hurmuzachi" High school, profile "Informatics" with School Leaving examination Diploma and Certificate of "Computer Operator"

Skills

- project management
- internet marketing, website usability, online activism, SEO (Search Engine Optimization), SEM (Search Engine Marketing), SMM (Search Media Marketing)
- network hardware systems configuration
- installing, manage and data recovery using different operating systems: Linux, MS-DOS, Windows
- installing and managing Open-Source CMSs: I have been in contact with Typo3 in the year 2003. I haven't used it frequently because other CMS have been enough for what I needed: PHPNuke, Mambo, Joomla, WordPress, OSCommerce, PrestaShop;
- Web programming: HTML/CSS, PHP, JavaScript;
- Data analytics using: Python , R
- Database management system: FoxPro, MySQL
- Design: Adobe Photoshop, Corel Draw
- Experience implementing e-commerce: I have been directly involved in the implementation in online in the year 2007 of the e-shop *www.e-price.ro* together with Liviu Taloi (www.linkedin.com/in/liviutaloi)
- primary and financial accounting
- organized mind, teamwork adapting capacity

Freelance

- *SINGER.ro* (web design, Joomla!, PHP, SEO, photo optimization)
- *VITACOOK.ro* (web design, WordPress, PHP, SEO)
- *LaCOFETARIE.ro* (web design, WordPress, PHP, SEO, photo optimization)
- *SINGER.ro* (web design, Joomla!, PHP, SEO, photo optimization)
- *ConcursurileSMART.RO* (web design, Joomla!, PHP, photo optimization)
- *DatoriaMea.ro* (SEO counseling)
- *Top-Shop.ro* (SEO counseling)
- *Edu.EUPC.ro* (SEM counseling, AdWords Campaign)

- *Anvelope-Discount.ro* (SEM counseling, AdWords Campaign)

Trainings & Courses

- Licenses & certifications by LinkedIn Learning:
    - Presenting Digital Marketing Data
    - Advanced Google Analytics
    - R und RStudio Grundkurs
    - SEO: Link Building in Depth, SEO Foundations, Local SEO, Videos, Keyword Strategy
    - Web Development Foundations: Web Technologies
    - Video-SEO mit YouTube – Grundlagen
- Google Analytics Individual Qualification
- Fundamentals of Digital Marketing, Google Certification (in English, German and Romanian)
- "Google AdWords Seminar Leader" in 2011
- "Marketeer Online Advertising Course" in 2009
- "Mobile Advertising Masterclass" by Vodafone in 2009
- "iSell" – eCommerce Training in 2008
- "Web Wizard" – Web Usability Training in 2007
- "C.C.N.A." at Cisco Academy from Bucharest Politehnica University in 2005

Foreign Languages

- English – Full professional proficiency
- German – Full professional proficiency
- French – Professional working proficiency
- Italian – Limited working proficiency
- Romanian – Native

Hobbies

- computer, literature, movies, cooking, traveling
- photography: semeniuc.deviantart.com
- martial arts: Shotokan, Iaido

Recommendations: upon request