

# ROMEO SEMENIUC

Online Marketing Specialist

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Hiring Committee

B&R Industrial Automation GmbH

Dear Hiring Committee,

my name is Romeo Semeniuc. I am writing to express my interest in the **Head of Digital Communications** position.

I am Tech and Internet Enthusiast with mechanical engineering & IT background, a passionate Web Developer, an experienced Online Marketer, and Autism Awareness Activist. (I have an autistic boy) Also, I'm a team player with a high sense of responsibility and a desire for the expansion of my current skill set.

With experience covering almost 20 years in different companies in various fields, of which over 16 years in digital marketing, I can say, without false modesty, that my development has coincided with that of online marketing.

My exposure to marketing in a theoretical and educational sense took place at the university where I majored in "Marketing for machinery and production systems" as a Machine tool engineer. Later on, I had the chance to practice what I learned at **Daewoo Automobile Romania**, where I started as a Marketing Coordinator. While monitoring the campaigns of our competitors in print, I noticed that, with timid steps, some ads were starting to be present online, on the websites of the printed newspapers.

This was an "AHA" moment for me and I requested to do the competition monitoring also online. I realized I was witnessing a revolution in marketing and that's where my journey into digital marketing began. I started researching and that's how I found out about directories, the first attempts at search engines like Lycos or Altavista, complex portals like Yahoo and later Google, also new terms such as SEO.

Next, I had the opportunity to pioneer this new field of marketing, being part of the first consistent online campaigns as part of the **Carrefour** marketing team. What followed was a natural professional growth: shifting from implementation and managing online campaigns on my own to planning, and leading complex involved in cross-marketing campaigns.

Six years ago I was given the opportunity to be part of the Marketing and Communication Team at **B&R**. During this period I have fully demonstrated my expertise, my contribution leading to the improvement of B&R's online presence, the accurate analysis of websites and the use of new advertising media, such as Google Ads, Linked In Ads, live streaming via YouTube.

Therefore, I consider that my professional profile and my personality fit the company's request to be "**Head of Digital Communications**". You can find more about my experience on my LinkedIn ([LinkedIn.com/in/Semeniuc](https://www.linkedin.com/in/Semeniuc)) profile and my CV.

I would like to meet you and have the chance to introduce myself and detail my professional profile. You can reach me by phone at **+43 676 7343758** or at this mail: **romeo.semeniuc@gmail.com**.

I'm looking forward to hearing from you!

Best regards,

Romeo Semeniuc