

# 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). I am also a team player with a high sense of responsibility and a willingness to expand my existing 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, hesitantly, 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 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, LinkedIn Ads, live streaming events via YouTube.

You can learn more about my expertise from my **LinkedIn** ([LinkedIn.com/in/Semeniuc](https://www.linkedin.com/in/Semeniuc)) profile and my **CV**.

In light of my work experience, I believe that I am the right person for the **Head of Digital Communications** position. I would thus be pleased to be invited for a personal interview. 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