

Sergiu Hotea

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Education

COOP Careers - Digital Marketing Fellow

Expected August 2024

- Engaged in a 16-week apprenticeship program, acquiring expertise in Data Analytics, Python, Excel, Tableau, & more.
- Headstarter Fellowship, 5 AI projects in 5 weeks, ship to 1000 users last 2 weeks, hackathons, irl meetings.

Hunter College

Computer Science

May 2024

- Relevant Coursework: Database Management, Intro to Applied Stat, Software Analysis and Design, Business, Operating Systems, Computer Architecture 2, Matrix Algebra, Computer Theory 1, Intro to Blockchain.

Borough of Manhattan Community College

Computer Science

May 2022

Technical Skills & Certifications

- **Certifications:** Intro to Data Analytics (Coursera), Intro to Cybersecurity (CodePath), Intro to Data Science (IBM), AI Foundation (IBM), Developer Skills Network (IBM).
- **Programming Languages & Visualization:** Python, MySQL, Excel (Pivot Table and Vlookup), React.js, Vercel, Stripe, Tailwind, MUI, HTML, CSS, Javascript.

Work Experience

Club Quarters

New York, NY

Guest Service Experience Manager

July 18 2019– Feb 2023

- Elevated guest satisfaction by 25% by implementing a new feedback system and targeting service improvements.
- Shorted checkin/checkout wait time by 20% by streamlining front desk operations through self-check-in kiosks.
- Enhanced TripAdvisor ratings by 20% through enhanced guest experience and proactive issue solutions.
- Enhanced operational efficiency by 30% by systematically reducing errors, streamlining operations, and preventing delays, rework, and customer dissatisfaction, resulting in a smooth customer streaming and satisfaction.

GNC

New York, NY

Lead Sales Associate

Jan 2018 – March 2019

- Achieved a 15% increase in sales over the 12 months by analyzing sales metrics and implementing targeted training programs for team members.
- Enhanced customer satisfaction scores by 12% and improved customer retention by 10% through providing personalized nutrition counseling and tailoring product recommendation.
- Reduced inventory cost by 15% and improved net profit margins by 1% through optimizing inventory management practices and adjusting staff schedules for efficiency.
- Coached new team members and developed training programs that elevated overall sales performance and fostered a positive work environment, contributing to team success.

RTI Builders

New Jersey, NJ

Project Manager

Jan 2015 – Feb 2018

- Developed and executed comprehensive financial strategies, analyzing market trends and projecting future growth, which resulted in a 15% increase in revenue over two years.
- Managed and coached a team of 10+ staff, improving overall team performance by 20% through training programs and enhancing communication strategies.
- Led cross-functional teams in designing and executing data-driven marketing campaigns, increasing customer engagement by 25% and expanding market reach.