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DANIEL COJOCARU

Digital Marketer

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Derby Street, OL10,



Heywood



SUMMARY

Highly motivated and results-driven Digital Marketing professional with proven experience in graphic design, Pay-Per-Click (PPC) advertising, Search Engine Optimization (SEO), and social media management.

Demonstrated ability to develop engaging and innovative digital marketing strategies to drive traffic, grow audiences, and increase conversions. Proficient in leveraging knowledge of the latest industry trends and technologies to drive success and deliver value.

EDUCATION

Maritime University of Constanța

Degree in Business Administration
2000 – 2004

PEDAGOGICAL HIGH SCHOOL

Computer Science
1996 – 2000

SKILLS

Soft Skills

- Adaptability
- Creativity
- Customer Focus
- Attention to Detail
- Teamwork/Collaboration
- Workflow planning
- Data Analysis

Hard Skills

- Social Media Marketing
- Email Marketing (Klaviyo)
- Google Ads
- Graphic Design (Canva, Adobe Suite)
- Video Editing (CapCut, Final Cut)
- WordPress
- Pay-Per-Click (PPC) Advertising

PROFESSIONAL EXPERIENCE

Marketing executive

The Pinnacle Living | Nov 2023 - Present

As a marketing executive, I manage social media platforms, implement effective SEO strategies, update websites, and execute email marketing campaigns. My responsibilities include creating and curating engaging content, analyzing social media metrics, optimizing websites for search engines, and driving organic traffic. Additionally, I oversee the design and execution of email campaigns to effectively reach and engage with the target audience.

Digital Content Creator

Socially Legal | Sep 2023 - Nov 2023

In my role as a Digital Content Creator at Socially Legal, I created engaging content for social media platforms to market the services of various legal entities. I was responsible for the design and execution of unique campaigns, effectively highlighting the distinctive strengths of our legal clients. Utilizing audience preferences and marketing insights, I successfully bridged communication between law firms and their potential clients, boosting their digital presence and relationships..

Digital Marketing Intern

The Fearless Academy | Mar 2023 - Oct 2023

The Fearless Academy Digital Skills Bootcamp is the equivalent of a level 3 certificate, which is similar to an A-Level. Covering aspects of digital marketing, including Branding, Paid & Organic Social Media, Search Engine Optimisation (SEO), Copywriting, Email Marketing, Influencer Marketing, Affiliate Marketing, Video Production, Pay Per Click (PPC), Graphic Design, Digital PR, and Data Analysis & Reporting.

CERTIFICATIONS

- Digital Marketing - THE FEARLESS ACADEMY - March 2023
- CompTIA A+ CE - COMPTIA PROFESSIONAL SERIES - Feb 2022

REFERENCES

Available on request.

PROFESSIONAL EXPERIENCE

Duty Manager

Pizza Express, Manchester | Dec 2022 - Mar 2023

I managed the daily operations of the restaurant, directly supervising a team of nine employees. This involved developing and implementing training programs that reinforced our high service standards and ensured strict food safety compliance. I prioritized customer satisfaction by promptly handling inquiries and resolving complaints effectively.

Additionally, I carefully monitored inventory levels, maintained accurate ordering, and took steps to reduce food waste, contributing to the restaurant's efficiency and cost control.

Team Leader

Starbucks Victoria, Manchester | Dec 2016 - Dec 2022

I mentored employees for successful task completion and built strong customer relationships through positivity and attentiveness. My training and mentorship of team members promoted productivity, accuracy, and exceptional customer service. I led a team of 4 to create a welcoming coffeehouse experience, focusing on beverage quality, presentation, cleanliness, and efficient service. Additionally, I oversaw regular maintenance and repairs to ensure optimal building and equipment conditions.