Ioana Cosoreanu Seres

I specialize in optimizing digital experiences by ensuring websites are consistently up and running. With a focus on frontend development and digital ownership, I excel in providing training for users to navigate changes successfully. My expertise includes seamless website operations and implementing new features to enhance user interactions.

Contact

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Portfolio
https://sioanaseres.github.io/ioana-seres-portfolio/

Education

2007
Masters
ASE Bucharest Banking - Finance

2005
Bachelors
ASE Bucharest Management

Expertise

- Adobe Experience Manager (AEM)
- ReactJS
- Javascript
- HTML
- CSS/SCSS
- NodeJS
- Adobe Target | DAM

Experience

2022 - Present
888Sparkware Bucharest
Webmaster Marketing TechOps

-> Successfully maintained and improved website performance and user experience, resulting in consistently high web performance scores.
->Demonstrated proficiency in HTML, CSS/SCSS, JavaScript, and React to ensure the upkeep and scalability of websites, contributing to their seamless operation.
-> Played a pivotal role in the migration project to AEM CMS, ensuring a smooth and successful transition, meeting project deadlines and minimizing disruptions.
->Collaborated effectively with colleagues and stakeholders to achieve project objectives and deliver high-quality results on time and within budget.
-> Received positive feedback and recognition from cross-functional teams for my contributions in web development and migration project.
-> Successfully trained and mentored colleagues in AEM (Adobe Experience Manager) as part of the migration project, contributing to their skill development and ensuring the team's readiness for the transition to the new CMS.
-> Be a mentor for the new colleagues

2021 - 2022
888Sparkware Bucharest
HTML Email Coder

-> Developed and delivered HTML emails and online client communications with precision, ensuring consistency and a professional appearance in all digital marketing materials.
-> Conducted thorough quality assurance testing to guarantee the flawless execution of campaigns, verifying accurate rendering across various devices and email clients, thereby enhancing the recipient's experience.
-> Managed content updates within the marketing automation tool, ensuring that all communications and campaigns remained up-to-date and effective.
->Acted as the primary point of contact for the B2B - US unit, effectively facilitating communication and streamlining processes, ultimately leading to improved efficiency and customer satisfaction.
->Demonstrated leadership by training and mentoring colleagues in HTML email development and quality assurance practices, contributing to the team's skill development and campaign success.

2020-2021
888Sparkware Bucharest
Marketing Delivery Tester

->Conducted thorough testing of HTML emails and other campaign communications to enhance the user experience, ensuring that all communications are error-free and user-friendly

Soft Skills

- Strong analytical skills and attention to detail
- Organized
- Solution oriented

Languages

English

German

->Improved workflow efficiency by establishing a comprehensive template that streamlined communication between owners, developers, and QA teams. Ensured that all necessary information and materials were provided from the beginning of projects, which led to reduced project delays and increased collaboration.

->Monitored and assessed the impact of implementing the workflow template, tracking improvements in project timelines and reducing miscommunication or missing information issues.

->Played a key role in three alignment projects, including website migrations, ensuring smooth transitions and minimal disruptions during the process.

2008 - 2020
Raffeisen Bank Bucharest
Credit Control Officer

-> Checking the contractual documentation for corporate clients, working closely with legal and risk management departments for establishing the final version of the contracts
-> Checking the documentation to perform the facility draw down

2007 - 2008
Raffeisen Bank Bucharest
Loan Administration Officer

-> Checking the loan files & monitoring the fulfillment of the contractual clauses

2004 - 2007
HVB Bank Bucharest
Credit Officer

-> Assisting individual clients in the process of contracting facility loans, either for personal needs or house acquisitions