

PETRA COTOCIU

PERSONAL PROFILE:

Digital strategist and go-getter, with analytical thinking and a big chunk of creativity and enthusiasm. Experience in performance analysis, business planning, understanding consumers needs and e-business gained during my one year long placement in a digital marketing agency.

PROFESSIONAL SKILLS:

- Creative and Critical Thinking
- Market research
- Project Management
- Social Media

CONTACT DETAILS:

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WORK EXPERIENCE:

STRATEGY CONSULTANT

The Mars Agency
November 2020- December 2020

- Dcomm market research for Mars Wrigley Confectionery UK
- Analysis of the e-commerce and digital marketing strategies in the FMCG industry

SOCIAL MEDIA MANAGER

The Creator Concept
July 2020- present

- Influencer management
- Content planning for business social media platforms
- Copywriting and translating DE-ENG

ACCOUNT MANAGEMENT AND STRATEGY TRAINEE

Iris Germany GmbH Munich
June 2019-June 2020

- Conducting the analysis of key engagement rates and reports for advertising campaigns
- Value propositions and brand positionings development for the agencies largest B2C client
- Competitor and best-practice research
- Developing the business ethics guidelines
- Preparing and facilitating social media branding workshops
- Project management and coordination of internal departments
- Maintaining 3rd party supplier communication
- Setting up cost proposals, invoices and keeping track of the financial status of projects

BUSINESS DEVELOPMENT INTERNSHIP

Solexpert Company
June 2018- August 2018

- Writing articles for the supplier's online newsletter
- Researching potential suppliers and performing quality checks

EDUCATION:

UNIVERSITY OF BATH (2017-2021)

BSc (hons) International Management and Modern Languages (German)

E-business

Economics of strategy: rivalry

Entrepreneurship and Innovation

International Marketing Management

Accounting and Decision making for managers

Advanced Consumer Behaviour

Change Management

RELEVANT SKILLS:

Fluent in English, German and Romanian
Good command of Google Analytics and SEMrush
Efficient in a fast-paced work environment
Strong attention to details
Good command of Microsoft Office Suite
Collaborative nature