

Otilia Dinoci

OBJECTIVE

Advertising and Media final year degree student with previous work experience in e-commerce, retail and customer service seeking a position in online marketing. I am a self-motivated individual, keen on learning and working within a team to achieve the best possible results.

MARKETING EXPERIENCE:

Redcats UK Online Marketing Assistant-Placement August 2012- August 13

Duties and responsibilities

- Provided support with daily and weekly tasks to a marketing executive; in charge of marketing tools to communicate offers; make use of the social channels to build and engage audiences, assisting with ad hoc tasks and projects.
- Responsible for attending to customer ad hoc queries from the contact centre and/or social media channels.
- Worked with the merchandise team to provide support with seasonal product upload plus weekly checking for new products, price and stock availability.

The Network UK Brand Ambassador February-March 2012

Duties and responsibilities

- Worked on a variety of projects in the company related to publicity and marketing.
- Developed communication skills through team work and attention to details as part of the promotional process and engaging with potential customers

SALE/ RETAIL EXPERIENCE

P.F.I Dinoci Tiberiu Retail Sales Assistant Summer time 2000-2005

Duties and Responsibilities

- Delivered customer service, dealt with orders and deliveries, cash handling. Courteous, hospitable and articulate with customers, met deadlines and responsibilities in order to achieve customer satisfaction.
- Dealt with suppliers, check stock, managed shop inventories. Represented the company's image.

SKILLS & ACHIEVEMENTS

- **Communication** : The experience of giving formal presentations, both written and verbal while studying at university, and also my experience from working in a team whilst doing my placement have given me confidence in my ability to communicate with people at all levels
- **Organising**: Organised the University of Huddersfield Food Festival for the Romanian team and helped promote the Romanian cultural values and history. As part of my placement year I was responsible with the '12 Days of Christmas Celebrations', charity events, and sample sales.
- **Time Management**: At university and as a Marketing Assistant, I learnt to prioritise my course workload in order to meet strict deadlines. During the course of a very important software

migration process within my placement I focused on being very time orientated as there was a set time limit which needed to be achieved. I was challenged to meet my deadline and finish my tasks under pressure, but it has given me the confidence to deal with situations and responsibilities

- **Team work:** Through experience at work and on academic projects at university I have a good understanding of the importance of working in a team and sharing good practice and ideas.
- **IT Skills:** Computer literate in Windows Vista, 7, XP OS; Microsoft Office '03/'07 (Word, Excel, Publisher, Power Point, Outlook), Internet – social media research.
- During my placement I was trained to work with in house IT Software such as: Silverpop- responsible with emails, Google Analytics, Ad Words, CMS- website platform, Hoot suite- social media tool, Pinterest, Polyvore, WordPress, Product Bulk Uploads- Container, Item Management, VC- promotional order code set up tool, Omniture- data analysis tool.

EDUCATION:

University of Huddersfield – BA (Hons) Advertising and Media Relations 2010-2014

- Relevant modules studied: marketing, marketing research, advertising, PR, journalism, writing techniques, consumer behavior.
- Predicted grade 2:1.
- My placement experience as an online marketer has opened an interest for digital communications and e-marketing so I have decided to undertake further modules in my media studies, digital marketing and public relations that focus on customer behavior and CRM.
- Dissertation topic focuses at the challenges a brand will face when repositioning on a younger market and thus observing the customer trends and purchasing behavior patterns.

Zinca Golescu High School, Pitesti, Romania

2005-2009

- Completed a Bacalaureate Diploma
- Subject areas: English, Romanian, German, Latin, History, Geography, Philosophy, Entrepreneurship, Sociology, Psychology, Economy, Science.

VOLUNTEERING

- Volunteered as a one day model for a charitable Green Fashion Show raising awareness about recycling
- Engaged as a background artist in a filming project at the University to promote “Aliens in The Hud”.
- Currently volunteering at Lawrence Batley Theatre as a steward and at the kiosk. Main duties involve excellent customer service and cash handling. Worked closely in a team to help communicate the local culture and artistic knowledge by engaging with the audience.
- Organised the International Food Festival for the Romanian team

REFERENCES: available on request