

PERSONAL INFORMATION

**Roxana Elena PETRESCU**

📍 31, Mr Coravu Ion, Bucharest, 021972, Romania

☎ +40728114102 📠 +40728114102

✉ petrocksana@yahoo.com

🌐 rox.petrescu

👤 Petrescu Roxana

📅 Date of birth 31/03/1977 | 🇷🇴 Nationality ROMANIAN

WORK EXPERIENCE

September 2011-

**Public Relations and Marketing Consultant
Freelancer**

Collaborating with advertising agencies for different clients campaigns:

- meeting with clients and elaborating marketing plans, branding & PR strategy
- writing press releases, newsletters, online articles, web design
- manage promotions, design advertisements, PR online advertising, social media
- working with specialized media agencies to implement outdoor campaigns
- events coordinator and supervisor (business events TOP Medium and small companies 2013, 2014, cocktails and wine-tasting events), follow up, press reviews

Volunteer work at:

Student Sport (2013-2014), Communication Coordinator

- communication strategy, media plan
- press releases, approving content for print, web, social media
- managing website
- organising student competition events
- represent the Association at social events, radio shows
- media contacts

AFU Romania (2013-), Coordinator European Relations CER

- keep correspondence with the Board of University Women of Europe (UWE)
- translate and inform all members about UWE action plans, activities, events, newsletters, AGM reports
- inform UWE about NFA activities, news, European projects, General Assembly resolutions
- represent National Federation to European events, presenting annual reports
- press releases, update website, manage Facebook account, organising and managing conference programmes

UWE (2014-), Public Relations Coordinator

- assist the Board with online communication
- designing and sending newsletters, posting articles for the website and Facebook
- updating all members and CERs contact list
- promote UWE events

Communication, Public Relations and Business Consultancy

February 2011-August 2011

Marketing Store Manager**Anvers Diamond**

- designing a marketing plan and sales branding strategy
- organising store launch event, coordinating event, budget, sponsors, agenda, contact international fashion designers
- monitoring sales and revenues , the timely preparation of sales marketing reports presentations, media contacts, campaings

[Fashion Diamond Jewellery Store](#)

September 2006-December 2010

Account Manager**New Age Advertising Agency**

- coordinate sales team activity (10 people)
- contact with major media advertising agencies for outdoor campaigns
- meetings, contact reports, presentations, renewing client portfolio
- price offers, sales reports, contracts
- media plan for direct clients
- sales, marketing strategy

[Outdoor Advertising Agency](#)

February 2001-September 2006

Economist**Sarcomex Trading and Investment**

- organizing business meetings, participation to foreign trade negotiations, international trade fairs and exhibitions
- collection and analysis commercial information, contracts, drafting, purchasing, processing and transmission of commercial documentation
- manage complaints relating to the implementation of contracts with external customers

[Import Export Company](#)

October 2000 – February 2001

Account Executive**Adviser Media**

- client meeting reports and briefs for creative departments and other departments
- coordinating and monitoring campaigns for specific clients

[Advertising Agency](#)**EDUCATION AND TRAINING**

2009- 2010

Master's degree

Public relations and advertising

University of Bucharest, Faculty of Journalism and Communication, Romania

1996-2000

Bachelor's degree

Faculty of Commerce and Marketing

Academy of Economic Studies , Bucharest, Romania

PERSONAL SKILLS

Mother tongue(s) **Romanian**

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
	Introduction to Business English Certificate. Level: Intermediate Business English for Professional -Banking and Finance-Certificate. Level: Intermediate+				
German	B2	B2	B2	B2	B2
French	B2	B2	B2	B2	B2

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user
Common European Framework of Reference for Languages

Trainings

- Event Management training, 2011
- Online Marketing training, 2013
- Social Media training, 2014

Computer skills

- good command of Microsoft Office™ tools
- Photoshop
- Wordpress
- Prezi for professional presentations
- Surveymonkey for free conducted surveys
- Mailchimp for free newsletters
- Facebook, Google +, Instagram, Linked in, Youtube, Pinterest