



GEORGIANA TUFEANU

Milan, Italy

1st of March 1989

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SUMMARY

Multilingual Social Media Manager and Photographer with experience in **Graphic Design**. I am in charge of all the aspects of the **Community Management** and **Influencer Marketing**.

My main focus is the **content creation** that **generates engagement** and **increases sales**.

EMPLOYMENT HISTORY

Mentor Social Media, Graphic Design, Fotografia (Freelance) – She is Mom platform (www.sheismomclub.com)
Feb. 2021 - present

FREELANCE SOCIAL MEDIA MANAGER, Graphic Designer, Photographer - BuyGlam.ro, Milan, Italy
Dec. 2019 – Dec. 2020

- Planning, strategy, goal setting
- Brand awareness, content management - graphic design, photography, video;
- Influencer Marketing, Community management.

SOCIAL MEDIA MANAGER - Freelance, Milan, Italy

Jan 2019 – Sept. 2019

- Social Media Marketing, Digital Marketing, Content Creator, Storytelling.

DEPARTMENT MANAGER, *Idea Bellezza* Perfumery, Milan, Italy

Sept. 2017 – Oct. 2018

- Ensured high level of customer satisfaction through excellent service (English and Italian);
- Collection of **sales data** and analysis of all indicators (KPI, Key Performance Indicators);
- Orders and stock monitoring, visual merchandiser of the department;
- Coordination of new personnel. Customized new-hire training to address individual learning styles.

SALES CONSULTANT, Sephora, Milan, Italy

Dec. 2016 – Sept. 2017

- Assisted sales.

Marketing and PR, *Europa Musica*, Milan, Italy

Apr. 2016 – July 2016

- Planning and promotion of Puccini's 'La bohème' opera concert;
- Online marketing management - **social networking management**; customer development.

Back Office Administrative, *Riad Yacout* – Milan, Italy

Aug. 2015 - Apr. 2016

- In charge of back office documents.

Receptionist, Panoramic Hotel – Ramnicu Valcea, Romania

Apr. 2014 – Oct. 2014

EDUCATION

Bachelor Degree in Natural Scienze (Grade 8.30/10) at Hyperion University, Bucharest, Romania

Oct. 2009 – July 2012

Cultural geography, Economic Geography, English class.

COURSES and CERTIFICATIONS

- Blogger Profession with Formatemp, Milan September – October 2020 – Certificate in progress
- Google Ads Display with Certificate – in progress
- SEO Specialist Class (144 hours) with Tabita Group SRL, Milan July - August, 2019 -the certificate will be released in November 2019)
- Intensive Course (144 hours) Social Media Marketing, SEO with Certificate (Storytelling, Social Media Channels, Content Creation, Neuro-marketing) with Tabita Group SRL Milan, June - July, 2019
- Google Certificate - Digital Marketing Course (in English) - May 2019
- Training Sales Strategies - Roll Out - Milan, December 2016
- Sales Technical and Sales Psychology - Adamis Group - Milan, March 2017

LANGUAGE PROFICIENCY

Romanian – native language; **English** – fluent (speaking, reading, writing); **Italian** – fluent (speaking, reading, writing); **Hebrew** – beginner.

IT SKILLS

Social Media Marketing, Digital Marketing, Content Creator, SEO, Google Analytics, Wix, WordPress.

Photoshop, Adobe After Effects.

Good use of Excel, Power Point, Word, Adobe Pdf Suite programs.

REFERENCES - Available at request