



# GEORGIANA TUFEANU

## SOCIAL MEDIA MANAGER

### PROFESSIONAL EXPERIENCES

**Mentor Social Media, Graphic Design, Photography**  
*SHE IS MOM* [www.sheismomclub.com](http://www.sheismomclub.com) Feb. 2021 - present

**Social Media Manager, Graphic Designer, Photographer**

*BUY GLAM* Dec. 2019 - Jan. 2021, Milan

- Planning, strategy, goal setting;
- Brand awareness, content management - graphic design, photography, video;
- Influencer Marketing (I worked with 15 influencers);
- Community management.

**Social Media Consultant**

*Freelance* Jan. 2019 - Sept. 2019, Milan

- Consultancy Social Media Marketing, Graphic Design.

**Department Manager**

*Idea Bellezza Perfumery* Sept. 2017 - Oct. 2018, Milan

- Ensured high level of customer satisfaction through excellent service (English and Italian);
- 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* Dic. 2016 - Aug. 2017, Milan

- Vendita assistita fragranze.

**Marketing & PR**

*Europa Musica* Apr. 2016 - July. 2016, Milan

- Planning and promotion of Puccini's 'La bohème' opera concert;
- Online marketing management: e-commerce, email marketing, social media management; customer development.

**Back Office Administrative**

*Riad Yacout*, Aug. 2015 - Apr. 2016, Milano

- In charge of back office documents.

**Receptionist**

*Hotel Panoramic* Apr. 2014 - Ott. 2014, Ramnicu Valcea, Romania

- Management and coordination of all operations relating to the online booking sector;
- Account invoicing;
- Customer reception, check - in and check - out management, data recording.

### LANGUAGE PROFICIENCY

**Italian** - C1; **English** - C1; **Romanian** - madrelingua; **Hebrew** - A2

Levels: A1/A2: base - B1/B2: medium - C1/C2: advanced - Common European Framework of Reference for Languages

### INFO & CONTACTS

**Date and place of birth:** 01/03/1989, Romania

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**Residency:** Pavia, Lombardia, Italia

### PERSONAL PROFILE

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

### EDUCATION & CERTIFICATIONS

**Hyperion University of Bucharest**

*Bachelor Degree in Natural Science*

Natural Science; Geopolitics; Cultural Geography, Extra-EU Geography, Economic Geography; English

**Graphic Design Specialization** with certificate  
- California Institute of the Arts 2021

**Typography** with certificate - California Institute of the Arts 2021

**Imagemaking** with certificate - California Institute of the Arts 2021

**Graphic design History** with certificate - California Institute of the Arts 2021

**Google Ads Video** - in progress

**Google Ads Display** - in progress

**Blogger Profession** with certificate - Formatemp  
- Milan 2020

**SEO Specialist** with certificate - Tabita Group SRL  
- Milan 2019

**Social Media Marketing** with certificate Tabita Group SRL Milan 2019

**Fundamentals of Digital Marketing** with certificate  
**Google** 2019

**Training Sales Strategy** - Roll Out - Milan, 2017

**Sales Techniques** - Adamis Group - Milan, 2016

### IT SKILLS

SEO, SEM, SEA, Wix, Wordpress.

### TOOLS

Photoshop, InDesign, Adobe After Effects, SEO Tools, Analytic tools, Excel, Power Point, Word.