

ILONA IFTODE

PROFESSIONAL SUMMARY

I'm a creative writer and strategist with more than 10 years of experience in advertising, marketing and content development. Traveling the world, I discover and untangle present-day trends in order to rebrand daily realities into exciting multimedia experiences. I'm triggered by quirky projects and close-to-impossible communication challenges.

SKILLS

- Marketing and Advertising
- Copywriting and Editing
- Strategic Planning
- Social Media Administration
- Remote Management
- Brand Development
- Creative Writing
- Content Marketing Strategy
- SEO Best Practices
- Wordpress

WORK HISTORY

Marketing Manager / [e-spres-oh] - Timisoara, Romania /
04.2018 - Current

- Capitalized on industry and marketplace trends to create and implement general marketing strategies, with a focus on content marketing.
- Devised and deployed online marketing plans with effective SEO, social media and video campaign strategies.
- Created original content for a diverse mix of channels, including social media posts, blog articles, press releases, newsletters, one pagers, white papers.
- Managed design teams to create and optimize marketing materials for internal and external marketing campaigns and programs.
- Collaborated with UX/UI designers on web content, landing pages and collateral marketing materials
- Increased credibility and awareness by developing technical/non-technical marketing collateral and presentations for B2B audiences.
- Planned and directed creative programs to meet business

goals, including partnership building, event sponsorship, activation initiatives and brand happenings.

Communications Manager / Home Fresh - Timisoara, Romania / 11.2017 - 04.2018

- Researched target audiences and competitors to establish a break-in marketing strategy for the first meal-kit delivery service in Romania.
- Built and strengthened industry partnerships to improve product placements, amplify coverage and maximize effectiveness of marketing strategies.
- Established the brand's tone of voice and ensured all written materials, both online and offline, adhere to it.
- Managed a team of graphic designers and video editors to produced unique video content.
- Managed social media content creation and optimized for specific goals through targeted campaigns.
- Developed original multimedia content to enhance press coverage and online presence.
- Handled customer service efforts to build brand affinity and brand satisfaction.

Senior Copywriter / McCann Erickson, Momentum BTL Division - Bucharest, Romania / 05.2012 - 09.2017

- Played instrumental role in driving the creative direction for a diverse portfolio of clients in B2C and B2B industries.
- Created and delivered client presentations incorporating both strategic planning and creative tactics.
- Planned creative routes and produced original content for integrated campaigns, promotional advertisements, guerilla activations, PR and marketing materials.
- Customized brand messages to produce deliverables featuring diverse media content.
- Reviewed and edited final copy to reach and capture target audience interest and drive engagement.
- Drafted scrips for video-based communications, formatting copy specifically for visual presentation and video production needs.
- Collaborated with art directors, event directors, producers, video editors and illustrators to create and deliver quality

multimedia content.

- Provided editorial guidance to other departments, including design, DTP, client service.

Copywriter / Three Creatives Revolution - Bucharest, Romania / 03.2011 - 04.2012

- Conducted research on consumer behavior and industry trends to pin-point audience insights
- Developed marketing strategies for integrated advertising campaigns (offline and online)
- Presented clients with unique creative routes and copy options based on overall marketing objectives.
- Edited content produced by senior executives, modifying text to conform to company-wide branding standards and publication guidelines.
- Collaborated with creative directors and design teams in completing all phases of client projects from planning to on-time completion of creative deliverables.

EDUCATION

Academy Of Economic Studies - Bucharest, Romania / 07.2014
Master of Science: Online Marketing

University Of Bucharest - Bucharest, Romania / 07.2012
Bachelor of Science: Journalism And Advertising
Communications

PERSONAL NOTE

- Driven, ambitious, motivated by curiosity
- Able to prioritize (I'm a doer who also knows how to say "no")
- Individual thinker and self-organizer with great team skills
- Hands-on professional (no task is too small or too big)
- Love to communicate (for professional purposes and for pure enjoyment)
- Creative approach to all projects (including life)
- Can take out meaning out of a mess
- Avid traveler, culturally obsessed
- Scuba Diver with a passion to explore hidden depths
- Mountaineer with a desire to conquer challenging peaks