

ADELINA TUCA

Content marketing specialist

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SUMMARY

Hi, I'm Adelina!

I have a background in journalism and 10 years of experience in content marketing, both short-form and long-form. I can adapt to various writing styles and topics (from tech to marketing, social, and arts). I particularly love engaging with the community I'm writing to, doing interviews, and making creative content about inspiring people or stories. I am organized, accountable, independent, and open to feedback. I'm always looking to improve and learn new things.

My areas of expertise are:

- Content writing for blogs, newsletters, social media, community
- Copywriting for website, products, landing pages, events, banners
- SEO
- Storytelling
- Interviews

EXPERIENCE

12/2024 - 03/2025

Bucharest

Marketing Specialist

Roweb

- Social media content - Meta Business Suite, LinkedIn
- Blog content about the company's news and events
- Copywriting and layout for landing pages - website and LinkedIn campaign
- Sales brochures - reviewing industry brochures and proposing content and layout improvements
- Communication with event organizers - assisting them with promotional materials, content, and info

12/2014 - 09/2024

Bucharest

Content Marketing Specialist

Vertigo Studio

- Content writing for blogs
- On-page SEO - keyword research, keyword optimization, SEO content writing, and SEO copywriting
- Off-page SEO - outreach, guest posting, partnerships, community engagement, link building
- Social media content
- Copywriting - marketing copy, product descriptions, landing pages, events, newsletters, banners, news, community content
- Collaboration with media partners - communication with event organizers, content planning, content writing, live interviews, media coverage from the event, storytelling
- Interviews with professionals from the worldwide community
- Experience in creating infographics, banners, graphics (and other visuals)
- Email marketing content for product releases and updates
- Advanced WordPress knowledge - building a site from scratch and making proper customizations
- Basic project management - reporting technical issues, communicating with the customers, coordinating with the technical teams, selling ad spaces
- Technical writing and software tutorials

05/2017 - 11/2019

Bucharest

Journalist

Maximum Rock Magazin

- Writing news from the rock and metal music scene
- Writing reviews about albums and concerts
- Creating content for the rock/metal community

EDUCATION

10/2014 - 06/2016

Bucharest

Master's degree

Faculty of Journalism and Communication Studies

- I studied the various niches of journalism such as sports, finance, investigation, politics, television, news, environment, culture, and more

10/2011 - 06/2014

Bucharest

Bachelor's degree

Faculty of Journalism and Communication Studies

- I studied Journalism, Communication, Public Relations, and Advertising

09/2007 - 06/2011

Calafat

High School

Mathematics and Computer Science

- "Independenta" Theoretical High School

LANGUAGES

English
Proficient



Romanian
Native



SKILLS

- Content Writing
- Copywriting
- Storytelling
- Editing
- SEO
- Content Marketing
- B2C Marketing
- Social Media
- Email Marketing
- Communication
- Journalism
- Interviews
- Team Player
- Critical Thinking
- WordPress

TRAINING / COURSES

Supernatural Listening and
Connected Relationships
Whisper - Center for Strategic Change

Write the Truth
Alexandru Gavrilu

Advanced Communication Skills
Attitude Training

Online Marketing Academy
Universitatea din București

Writing With Flair: How To Become An
Exceptional Writer
Udemy