

Mădălina Ion

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Summary

PROFESSIONAL EXPERIENCE

6+ years in communication:

*Freelance in Social Media Marketing & Content Marketing

*Social Media & Digital Communication (Senior Social Media Manager at Tribal Worldwide Romania; Social Media Manager at MullenLowe Profero)

*Copywriting (junior copywriter at JustAD)

*Journalism (editor at ambition! magazine)

*Blogging (owner at Micul meu Paris)

GREATEST STRENGTHS

*Creative writing

*Advertising

*Social media campaign management

*Communication management

*Identification of customer communication issues

*Communication problem solving

*Academic research

*Academic writing

EXPERTISE

Social Media, Public Relations, Copywriting, Journalism, Advertising, Blogging, Academic Research

EDUCATION

PhD. Candidate in Digital Communications Strategy for Global Brands

Master and Bachelor's degrees in Public Relations, Communications and Journalism

Trainings in Advertising, Journalism, Creative writing, Digital PR, Social Media

Experience



Founder

Picotee Digital Studio

Jun 2018 - Present (3 years 4 months +)



Lecturer

Scoala Nationala de Studii Politice si Administrative (SNSPA)

Oct 2017 - Sep 2021 (4 years)



Senior Social Media Manager

Tribal Worldwide Romania

May 2017 - Dec 2019 (2 years 8 months)

Creating Social Media Strategy for global brands like McDonald's Romania, Pepsi Romania, L'Oreal Paris and OLX.



Writer

Micul meu Paris

Oct 2013 - Dec 2017 (4 years 3 months)

ABOUT MICUL MEU PARIS

„Micul meu Paris” is the blog where I get to write about my personal experiences with the city of Bucharest. This blog appeared from my inner urge to write in an optimistic way about the beautiful side of the city and about those creative people who make things happen.

TOPICS

Urban Culture, Cinema, Theater, Urban Fashion, Beauty, Literature, People, Café&Restaurant Reviews, Motivational.

RESPONSIBILITIES

- *Monthly editorial plan development;
- *Writing articles three times a week;
- *Online posting plan development;
- *Promoting the blog in social media;
- *Social media campaign management;
- *Assuming mutual promoting partnership with related social media products and brands;
- *Visual content development.



Social Media Manager

MullenLowe Profero Bucharest

Aug 2015 - May 2017 (1 year 10 months)

ABOUT MULLENLOWE PROFERO BUCHAREST

MullenLowe Profero Bucharest is one of the top Romanian digital agencies.

The team mixes creativity and innovation with technology in integrated communication campaigns, generating business results for clients, of which the most active are: ING Bank Romania, Grigore Antipa National Museum of Natural History, Orange Romania, Caroli Foods Group, Mars Romania (Orbit, 5Gum, Airwaves, Skittles), Mars Bulgaria (Orbit, 5Gum, Skittles), PepsiCo Romania (Gatorade, Rockstar), Unilever Romania (OMO).



Author

societatesicultura.ro

Mar 2015 - Dec 2016 (1 year 10 months)

ABOUT SOCIETATESICULTURA.RO

Our site hosts articles on various subjects like history, literature, art, society, philosophy. We also write about people and projects which inspire us or about the events we attend. We raise awareness and we promote a different reading of a culture, one that both entertains and educates. We believe that our country has a lot of potential – our talented authors being the living proof of it. Our team is made up of

humanities students or alumni. We love learning, thus our project keeps improving. Our ultimate goal is to become an important part of the online cultural sphere.



Junior Copywriter

JustAD Grup

Jul 2014 - Aug 2015 (1 year 2 months)

ABOUT JUSTAD

JustAD is an advertising agency which integrates all the necessary subdomains responsible for implementing integrated communication strategies in brand development, promotional marketing, public relations, social media, BTL, ATL or direct marketing.

RESPONSIBILITIES

- *Advertising campaign management and visual identity implementation;
- *Writing communication products such as booklets, flyers, power point presentations, press releases, interviews, booklets, etc.;
- *Social media communication strategy of the agency and its clients;
- *Event planning, building media partnership and media monitoring and analysis;
- *Internal Communication.



Writer

ambition!

Jan 2011 - Jan 2013 (2 years 1 month)

ABOUT AMBITION

Ambition is a youth marketing company responsible for editing University Agenda, High school Agenda and Ambition magazine and distributing them freely to universities and business centres around the Romania. Being an editor for two years for this magazine was a great experience which helped me improve my writing skills

RESPONSIBILITIES

Writing articles about life as a student, interviews and a permanent recommendation column about movies, theatre, books, etc.

Education



Scoala Nationala de Studii Politice si Administrative (SNSPA)

PhD, Digital Communications Strategy for Global Brands

2017 - Sep 2021



Scoala Nationala de Studii Politice si Administrative (SNSPA)

Master's Degree, Communication and Public Relations

2013 - 2015

FINAL PAPER

For graduating the two years masters program in communication and PR at SNSPA I wrote the paper with the title „The specialization of agencies and departments in creating online visibility”.

The starting premise of the paper evolved from my personal observation according to which organizations show a slow response to the impact of technological evolution on communication

process. Thus, I presumed that this phenomenon exists mainly due to the lack of awareness regarding the potential that social media has in creating organizational image.

The paper includes the synthesis of the approaches of the online PR in relation to strategic management, as well as the results of a quantitative research conducted with the help of 53 communication agencies from Bucharest.

KEYWORDS: PR, Social Media, Image, Reputation, Organization, Communication Agency.

INTERNSHIP

*Six weeks internship at ELLE Magazine.



Université de Bourgogne

Bachelor's Degree, Sciences du Langage, Information, Communication (S.L.I.C)

2012 - 2013

In 2012 I was in Dijon, France, with an ERASMUS scholarship at University of Burgundy.



University of Bucharest

Bachelor's Degree, Journalism and Communication Sciences

2010 - 2013

FINAL PAPER

For my bachelor degree I wrote the paper with the title „Building online image: the semiotic and discursive analyses of press articles comments”.

INTERNSHIPS

As a FJSC student I had always tried to combine theory with practice, thus, during those three years I had been an intern for different publications:

*Three months internship at intrefete.ro (online publication for women);

*Two weeks internship at România Liberă;

*Three months internship at ghimpele.ro (daily news publication);

*Three weeks internship for Radio România Actualități.



B.P. Hasdeu National College Buzau

High School, Mathematics and Informatics

2006 - 2010

Licenses & Certifications



Cambridge Assessment English C1 - British Council

Issued Nov 2020 - Expires Nov 2022



DELF B1 - Institut français

Skills

Public Relations • Social Media • Copywriting • Journalism • Blogging • Advertising • SEO • Digital PR • Online Advertising • Strategic Communications