



ANDREEA BUNICA

WORKING EXPERIENCE (1/2)

Regional Customer Experience Excellence Specialist & Multichannel Manager

Boehringer Ingelheim, Vienna, AT (07/2023 – present)

- Lead end-to-end regional content management for 18 countries, designing and implementing structured processes, roles, and responsibilities to ensure high-quality, compliant content workflows.
- Serve as Content Excellence Pillar Lead for the region, driving best practices, knowledge-sharing, and alignment with global content governance standards.
- Lifted CX KPI from 88 % to 101 % of target across 18 countries in 3 months by organizing tailored learning sessions, best practice exchanges, and regional workshops.
- Led the implementation and tracking of a Customer Satisfaction KPI, enabling performance insights and driving continuous improvement in regional CX.
- Initiated and developed an inspirational internal talk series on global level, promoting engagement, knowledge sharing and cross-regional collaboration among employees.
- Act as Single Point of Contact for the Regional CRM (Cardio-Renal-Metabolic) Marketing Team for all multichannel and CX-related initiatives, advising on digital strategy, execution, and performance.
- Served as Global Diversity & Inclusion Ambassador, advocating for inclusive culture in regional structures.
- Collaborated with brand leads to analyze digital campaign performance, providing actionable insights that improved channel efficiency by 15-20%.

Corporate Relations Project Management

Cardiovascular & Interventional Radiological Society of Europe
Vienna, AT (08/2021 – 07/2023)

- Managing and coordinating the corporate and sponsor relations, sales and fundraising activities, as well as ensuring the successful planning and project execution of two leading European Congresses:
 - European Conference on Interventional Oncology
 - European Conference on Embolotherapy
- Managed end-to-end project planning and execution on Corporate Relations,, ensuring timely delivery and coordination across departments.
- Acted as main liaison for sponsors and corporate members, supporting engagement and long-term partnership growth.
- Reported directly to the CEO in biweekly meetings and supported the Executive Director with cross-functional collaboration.
- Contributed to corporate membership retention and satisfaction through tailored communication and post-event follow-up.
- Streamlined internal workflows between marketing, events, and partnerships to improve efficiency and execution.

CEE Customer Experience & End to End Processes Internship

UniCredit S.p.A., Vienna, AT (09/2020 – 06/2021)

- Supported digital campaign execution and internal communication strategies in collaboration with the Sales and CX departments across CEE countries.
- Helped coordinate internal learning initiatives and knowledge-sharing sessions, working with cross-country teams to maintain brand consistency and process alignment.
- Managed project timelines and created executive-level presentations for the CFO and senior stakeholders.
- Worked closely with the Customer Experience Lead on event-style touchpoints and experience mapping based on NPS insights.

PERSONAL SUMMARY

Project Manager, results-driven with over five years of experience in managing complex digital ecosystems, customer experience strategies, and content governance at an international level.

Currently, I lead multichannel customer experience and content management across 18 countries at Boehringer Ingelheim, where I drive collaboration with both internal and external stakeholders.

I have a proven track record in implementing initiatives aligned with field teams, customer engagement strategies, and delivering compliant content in accordance with industry regulations. I excel at aligning medical, marketing, and sales teams to execute customer-relevant programs.

Passionate about personalized healthcare solutions, I am committed to excellence in execution, compliance, and continuous improvement.

CERTIFICATIONS

- Microsoft Excel 2016 Advanced – English, issued by Enterprise Training Center GmbH, in July 2021
- SAP Certified Application Associate – Enterprise Resource Planning, issued in Oct 2020
- BLOOMBERG, issued in Jan 2020, credential ID: 157183463793
- TOEFL iBT Test, issued in Feb 2018

SOFT SKILLS

- Cross-Functional Project Management
- Stakeholder-Based Project Development and Execution
- Customer Experience Strategy
- Multichannel Marketing and Digital Campaigns
- Collaboration with Local and Regional Teams
- Scientific Promotion and Medical Education
- KPI Analysis and Continuous Improvement
- Compliance in Regulated Environments (Pharma/Healthcare)
- CRM Platforms and Content Management

LANGUAGES

- English – Proficiency
- Romanian – Native
- German – Beginner

WORKING EXPERIENCE (2/2)

HR & Global Mobility Intern

OMV, Vienna, AT (06/2019 – 10/2019)

- Coordinated expatriation processes across countries in a large-scale global mobility project.
- Ensured documentation compliance and process alignment.

Leadership & Change Management Intern & Marketing Assistant

SEKOERBER, Vienna, AT (12/2018 – 06/2019)

- Conducted research and proposed improvements for leadership development programs.
- Supported virtual platform enhancements and digital learning strategies.

Operations & Core Banking Bank Officer

UniCredit Bank, Bucharest, RO (04/2017 – 09/2017)

- Processed sensitive banking operations (e.g., garnishments) with legal and procedural accuracy.
- Provided internal consultancy to departments and branches.

Administration Intern

ERSTE Group, Bucharest, RO (09/2016 – 01/2017)

- Provided analytical support and participated in cross-departmental operations and training programs.

USA Experience

WORK & TRAVEL, SC, USA (06/2016 – 09/2016)

- Developed strong communication, time management, and intercultural collaboration skills in a fast-paced service environment.
- Gained valuable international experience and built customer-centric thinking through daily frontline interactions as hotel receptionist and server.

ACADEMICAL BACKGROUND

National School of Political & Administrative Studies

PhD Candidate in Management, Bucharest, RO
(09/2022 – Graduation planned for September 2025)

- Research focus: Biases in corporate decision-making and inclusive workplace management.
- Publications & Conferences: Authored 4 scientific articles indexed in Web of Science and international databases; contributed 2 conference papers published in proceedings; participated in 5 international conferences, including receiving the Best Paper Award at the Business Systems Laboratory Conference in Italy.

Lauder Business School (FH)

Master of Arts in Business, Vienna, AT
(10/2018 – 09/2020)

- Graduated with highest honors (Grade 1/1).
- Affiliated with Prof. Michael Porter's Microeconomics of Competitiveness Network at Harvard Business School.
- Developed a marketing strategy for Coca-Cola's sustainability initiative as part of a corporate consulting project.

National School of Political & Administrative Studies

Bachelor's Degree in Economics & Management, Bucharest, RO
(09/2015 – 07/2018)

- Grade: 97,2% / 100%
- Built a strong foundation in finance, operations, and business strategy.