



# Camară Andreea-Bianca

MARKETING & CONTENT MANAGER

*Knowledge is the essence of humanity; therefore, constant growth and learning are essential. If either of these elements is missing, no career is truly complete. I live and express myself through my work, placing high value on quality, ethics, and how my daily contributions impact the lives and development of others.*

---

## ABOUT ME: ATTRIBUTES & CORE STRENGTHS

I am a positive, proactive, and energetic professional, deeply focused on solution-finding and goal achievement. I thrive on challenges and have the courage to embrace new experiences. As a collaborative team player, I remain open to diverse perspectives and strategic suggestions, provided they are backed by sound logic and clear benefits.

I believe in clarity and inquiry; I ask the right questions to ensure a deep understanding of every project. My natural creativity and constant flow of ideas have naturally guided my career toward creative roles where I can share and implement innovative concepts.

I am fully committed and devoted to my work when its purpose aligns with my core values. I dedicate my best efforts to projects that generate genuine value—whether for an individual, a business, or society as a whole.

---

## PROFESSIONAL EXPERIENCE

### COUNCILOR GR. 2 - GALATI COUNTY COUNCIL

*May 2026 - until now*

### COLABORARE - MARKETING MANAGER (COLLABORATION)

*BD BUSINESS EVENTS SRL | Bucharest, Romania | July 2023 – Present*

**Summary:** I coordinated marketing and communication activities for Business Days events, ranging from content strategy and online promotion to logistics and hybrid event production. I managed digital campaigns, partner relations, and promotional plans aimed at increasing brand visibility and audience engagement.

**Key Responsibilities:**

- Developing and implementing content strategies for the website, social media, and newsletters.
- Managing digital platforms and coordinating integrated marketing campaigns.
- Collaborating with the logistics, production, and broadcasting teams for Business Days hybrid events.
- Creating promotional materials (copy, photo, video) and managing communication with audiences and partners.
- Implementing lead generation campaigns, marketing automation, and media partnerships.
- Creative Direction: Produced multimedia promotional content (copy, photography, and video) and managed stakeholder communications.
- Growth Marketing: Deployed lead generation frameworks, marketing automation tools, and strategic media partnerships.

### CONTENT MARKETING MANAGER

*CBD BUSINESS OPPORTUNITY GENERATING SERVICES | Bucharest, Romania | February 2020 – 2022*

**Summary:** I oversaw the content strategy and production for the website and marketing materials, including copywriting, photography, and video. I was responsible for developing promotional assets for partner communication campaigns. Additionally, I created and updated event and product pages, authored website articles, and spearheaded the implementation of webinars and masterclasses. I designed and executed social media promotion plans and Lead Nurturing campaigns.

---

## CORE SKILLS & COMPETENCIES

- **Communication & Collaboration:** Excellent communication skills, active listening, and a proven ability to collaborate effectively within diverse teams.
- **Performance under Pressure:** Highly capable of delivering high-quality results within tight deadlines and high-pressure environments.
- **Strategic & Creative Thinking:** Strong strategic mindset combined with creativity and the initiative to drive new ideas.
- **Work Ethic:** Patient and persistent, with a consistent track record of maintaining excellence in execution.

### Detailed Responsibilities:

- **Content Management:** Developed tailored content calendars for all platforms; managed and updated website content via CMS (Content Management Systems).
- **Social Media Ecosystem:** Managed brand presence across Facebook, LinkedIn, YouTube, TikTok, and other emerging channels.
- **Audience Targeting:** Developed detailed buyer personas and segmented audiences to refine targeting precision.
- **Customer Experience (CX):** Reviewed and adapted CX strategies for websites and content portals to improve user journeys.
- **Creative Assets:** Authored e-books and produced/edited video content for integrated communication campaigns.
- **Lead Management:** Implemented automated marketing workflows, Lead Generation, and Lead Nurturing sequences for Business Days projects.
- **Digital Marketing & Partnerships:** Executed integrated digital campaigns and managed content partnerships for high-profile events.
- **Stakeholder Communication:** Acted as the primary point of contact for speakers and corporate partners, ensuring seamless communication.

---

## POZIȚII ANTERIOARE

### MARKETING MANAGER

*FAST EUROPE LINK SRL | Bucharest, Romania | February 2019 – February 2020 (1 year)*

#### Executive Summary

Responsible for the end-to-end lifecycle of content strategy and promotional campaigns, including creation, coordination, execution, and ROI measurement. I specialized in managing lead generation campaigns for clients, encompassing price negotiation, campaign configuration, and performance analytics.

#### Key Roles & Competencies:

- **Email Marketing:** Defined and implemented email marketing strategies, including newsletter design and content development.
- **Paid Media:** Managed and optimized Facebook Ads, Google Ads, and Remarketing campaigns.
- **Strategic Growth:** Developed user loyalty strategies to increase application retention.
- **Sales & Negotiation:** Sold marketing packages to prospective clients and managed pricing structures.
- **Multimedia Production:** Created diverse advertising assets, including banners, promotional videos, and educational content.
- **Event Management:** Provided comprehensive logistical support and on-site assistance during corporate events.
- **Relationship Management:** Cultivated and maintained professional relationships with partners and potential clients.

---

## GENERAL DIRECTOR

*QUARQ PROJECT SRL | Bucharest, Romania | February 2018 – February 2019*  
*JECT SRL in București, România | 1 an · februarie 2018 - februarie 2019 | Part-Time*

**Executive Summary:** Managed the market launch of a specialized "turnkey" video streaming studio. My role encompassed product positioning, the creation of promotional materials, sales execution, and developing tailored marketing and content strategies for clients acquiring this high-end product.

## TECHNICAL SKILLS & PROFICIENCIES (HARD SKILLS)

### Content & Design:

- Multi-format Creation: eBook Design, Copywriting, Graphic Design, and Video Production.
- AI Integration: Proficient in using AI tools for workflow optimization and content creation.

### Marketing Strategy & Execution:

- Audience Intelligence: Developing User Personas, Customer Journey Mapping, and Audience Segmentation.
- Paid Media: Facebook Ads and Google Ads management.
- Strategic Marketing: Brand Marketing, Marketing Mix (4Ps), and Community Management.

### Management & Leadership:

- Project Management: Skilled in Project Management methodologies and Team Management tools (Asana, Trello, Monday, etc.).
- Business Operations: Solid understanding of Business Management principles.
- Interpersonal Management: Conflict resolution and stakeholder relationship management.

## PROFESSIONAL DEVELOPMENT GOALS

- Consumer Insights: Deepening the understanding of consumer needs, pain points, and behavioral patterns.
- Retention Strategies: Mastering advanced techniques for customer loyalty and long-term engagement.
- Community Building: Developing expertise in fostering and managing brand-centric consumer communities.
- Advanced Copywriting: Elevating persuasive writing skills for high-conversion marketing.
- Adaptive Communication: Refining the ability to tailor brand messaging to diverse consumer segments.

### Key Responsibilities & Achievements:

- Product Launch Management: Orchestrated the launch strategy for both domestic and international markets.
- Creative Collaboration: Partnered with the creative team to produce comprehensive advertising materials for online and outdoor campaigns.
- Operational Excellence: Designed and implemented internal task workflows and operational procedures.
- Strategic Coordination: Led and synchronized projects across the Marketing and Sales departments.
- Project Oversight: Managed project timelines, resources, team allocation, and key milestones.
- Standardization: Developed the official "Standards and Procedures Manual" in collaboration with the Board to ensure optimal studio utilization.
- Team Leadership: Identified talent requirements and allocated specific tasks to team members to maximize efficiency.
- Business Development: Cultivated long-term relationships with existing clients while implementing strategies to attract and retain new accounts.

---

## ASISTENT MANAGER

*EurAfrica Business Cluj | September 2016 – February 2019 (3 years)*

**Summary:** This role was the catalyst for my professional journey. It was here that I first encountered marketing and discovered my passion for working with people and providing impactful support. The fast-paced dynamics of the projects and the team forced a rapid professional evolution. My involvement was diverse, ranging from internal administrative management to high-level event organization, international delegations, and promotional material development.

### Key Responsibilities:

- Operations & Reporting: Managed executive agendas, compiled performance reports, and facilitated cross-departmental cooperation.
- International Communication: Handled foreign correspondence and translated technical documents and commercial offers.
- Stakeholder Relations: Maintained and expanded relationships with international partners and managed communications with Romanian public institutions.
- Diplomatic Protocol: Ensured strict adherence to international protocols and codes of conduct tailored to the specific cultural backgrounds of global partners.
- Additional High-Level Responsibilities:
- Event Management: Organized national and international conferences, trade fairs, and exhibitions.
- Strategic Networking: Facilitated and scheduled high-level meetings between representatives from Romania and various African nations.
- Negotiation & Contracting: Negotiated with international partners based on delegated authority and drafted complex contracts, offers, and official documents.
- Delegation Logistics: Managed end-to-end logistics for international delegations, including travel itineraries and on-site program coordination.
- Field Representation: Actively participated in international business trips and missions.
- Brand Awareness: Coordinated the creation and distribution of promotional materials.

## AREAS FOR PERSONAL GROWTH

- Refining Perfectionism: Balancing high attention to detail with operational efficiency.
- Delegation: Enhancing the ability to empower team members through effective task delegation.
- Multitasking Optimization: Improving the management of concurrent complex workstreams.
- Resilience & Adaptability: Building stronger emotional and professional stamina in fast-changing environments.
- Strategic Alignment: Deepening the connection between daily tasks and long-term corporate objectives.
- Patience & Self-Awareness: Developing greater patience and recognizing personal boundaries to maintain sustainable high performance.

## CERTIFICĂRI

### *Content Marketing Foundations*

Issuing Authority: **LinkedIn**

Data emiterii sept. 2020

### *Google Ads (AdWords) Essential Training*

Issuing Authority: **LinkedIn**

Data emiterii sept. 2020

### *Marketing Foundations: The Marketing Funnel*

Issuing Authority: **PMI Worldwide**

Data emiterii sept. 2020

## CERTIFICĂRI

### *Google Ads - Measurement Certification*

Completed on **October 8, 2020**

Completion ID: **59723532**

Expires: **October 8, 2021**

### *Google Ads Display Certification*

Completed on **October 4, 2020**

Completion ID: **59443008**

Expires: **October 4, 2021**

## EDUCATION & TRAINING

### DOCTORAL STUDIES

#### ȘCOALA NAȚIONALĂ DE STUDII POLITICE ȘI ADMINISTRATIVE (SNSPA) – FACULTATEA DE MANAGEMENT

2022 – prezent

##### **Titlul tezei: Exploring the Role of Knowledge Dynamics and Customer Knowledge Management in Enhancing Open Innovation**

Doctoral program focused on researching Knowledge Management processes and the role of knowledge dynamics in fostering Open Innovation within organizations. The study explores the interplay between Customer Knowledge Management (CKM), organizational strategies, and innovative performance in contemporary competitive environments.

#### UNIVERSITATEA SNSPA - MASTER'S DEGREE

*Master în Management și branding corporativ*

2020 - 2022

#### UNIVERSITATEA NAȚIONALĂ DE APĂRARE „ CAROL I” BUCUREȘTI

*Master's Degree in Crisis Management and Conflict Prevention*

2 ani · 2016 - 2018

#### UNIVERSITATEA BABEȘ-BOLYAI

*Studii Europene, Cursuri / Conferințe, Cluj-Napoca, România*

2015

School of Negotiations | Cluj-Napoca, Romania Organized by: Babeș-Bolyai University, PATRIR (Peace Action, Training and Research Institute of Romania), and the SSE Association.

- **Program Overview:** An intensive training program designed to develop advanced negotiation skills through interactive strategies and practical simulations.
- **Core Focus:** Mastering negotiation techniques, conflict resolution, and strategic communication across diverse scenarios and topics.

#### UNIVERSITATEA JOHNS HOPKINS PAUL H. NITZE

*Studii Economice în Limbi Straine, Cursuri / Conferințe, Igalo, Muntenegru*

Iată traducerea profesională pentru această secțiune de burse și programe internaționale:

**Grants & International Programs**

2015Scholarship: "The European Union and Legal Reform" Summer School | Igalo, Montenegro Issued by: CCSDD (Center for Constitutional Studies and Democratic Development)

- **Program Details:** A high-level research partnership between the University of Bologna – School of Law and Johns Hopkins University – Paul H. Nitze School of Advanced International Studies (SAIS Europe) in Bologna, Italy.
- **Focus:** Intensive legal and political research on EU integration and democratic development.

#### UNIVERSITATEA ALEXANDRU IOAN CUZA DIN IAȘI

*Studii de licență în domeniul Relații Internaționale și Studii Europene, Facultate (terminat)*

2013 - 2016

*Thank you!*

## EXPERIENȚE ȘI VOLUNTARIAT

### **INTERNSHIP ÎN INDIA - PROIECT "CONSERV"**

*Prin intermediul organizației AIESEC Iași*

**Experiența în câteva cuvinte:**

internship-ul a avut o perioadă de derulare de 8 săptămâni, principalul obiectiv al acestuia a fost: Interacționarea cu elevii și profesorii indieni în vederea schimbului de cunoștințe, sistemelor și metodelor de predare învățare și evidențierea noțiunilor privind statele europene și istoria europeană. Experiența a însemnat enorm pentru mine, atât la nivel personal cât și la nivel profesional, am înțeles cât de norocoasă sunt din numeroase privințe și cât de mult mai avem noi, ca indivizi, de învățat unii de la alții. Am avut parte de un șoc cultural substanțial, dar am înțeles cât de important este să ne lărgim orizonturile și să fim toleranți.

### **PROIECT VITAMINA CULTURALĂ,**

*Proiect desfășurat în Iași, prin intermediul organizației AIESEC*

Acest proiect s-a desfășurat ca urmare a internshipului, am avut ocazia de a organiza un schim de experiențe cu studenți proveniți din alte state care să interacționeze cu elevii și profesorii din diverse școli și licee aflate în județul Iași.

### **PROIECT PARLAMENTUL TINERILOR**

*Proiect organizat de Asociația Pro Democratia, Camera*

*Deputatilor și Senat*

**Experiența în câteva cuvinte:** Parlamentul Tinerilor, este un proiect ce deservește intereselor tinerilor prezentându-se sub forma unei simulări instituționale.

*Vă mulțumesc!*



+40 763 605 131



camaraandreea@gmail.com



www.reallygreatsite.com

---

## DESPRE MINE. ATITUDINI ȘI PUNCTE FORTE:

Sunt o persoană pozitivă, proactivă, energică, focusată pe soluții și atingerea obiectivelor.

Îmi plac provocările și am curajul de a încerca lucruri noi. Lucrez bine în echipă, accept cu ușurință ideile și propunerile celor din jur cu privire la strategii de lucru, oportunități și metode, dacă îmi sunt argumentate astfel încât să văd beneficiul aplicării lor.

Pun întrebări și caut răspunsuri. Nu îmi place să rămân cu neclarități, mai ales când vine vorba de job.

Sunt o persoană creativă, am multe idei și nu le păstrez doar pentru mine. Lucru care mi-a și direcționat parcursul profesional către o direcție creativă de lucru.

Sunt implicată și devotată activității mele, dacă scopul acesteia rezonază cu credințele și principiile mele de viață. Mă dedic acelor activități prin care creez un beneficiu, o plăcere sau ceva bun pentru cineva. (un om, un business, societatea în sine.)

---

## FONDATOR & CREATOR KAJAMI.RO

*Crearea unui magazin online regional de promovare și vânzare a produselor personalizate, unicat sau handmade.*

## MARKETING MANAGER

*CBD BUSINESS EVENTS SRL- in București, România | iulie 2023 până Prezent*

### În câteva cuvinte:

Am coordonat activitățile de marketing și comunicare pentru evenimentele Business Days, de la strategia de conținut și promovarea online până la organizarea logistică și producția evenimentelor hybrid. Am gestionat campaniile digitale, comunicarea cu participanții și partenerii, precum și implementarea planurilor de promovare pentru creșterea vizibilității brandului și atragerea publicului.

### Responsabilități principale:

- Dezvoltarea și implementarea strategiei de conținut pentru website, social media și newslettere;
- Administrarea platformelor digitale și coordonarea campaniilor de marketing integrat;
- Implicare în echipa logistică și în echipa de producție și difuzare a evenimentelor hybrid Business Days;
- Crearea materialelor de promovare (text, foto, video) și gestionarea comunicării cu audiența și partenerii;
- Implementarea campaniilor de lead generation, automatizare marketing și parteneriate media.

## POZIȚII ANTERIOARE

## CONTENT MARKETING MANAGER

*CBD BUSINESS OPPORTUNITY GENERATING SERVICES in București, România | februarie 2020 până în 2022*

### În doar câteva cuvinte:

În cadrul acestei companii m-am ocupat de strategia de conținut și de crearea conținutului necesar pentru site-ul web și materiale de marketing - text, fotografie și video. M-am ocupat de realizarea materialelor de promovare pentru campaniile de comunicare dezvoltate pentru parteneri. Am creat și actualizat pagini de evenimente, pagini de produs, articole pentru site, am dirijat și implementat webinarii și masterclass-uri. Am creat și realizat campaniile și planul de promovare pe social media Lead Nurturing;