

# GEORGIANA AMALIA MARINESCU

[www.amalia-design.ro](http://www.amalia-design.ro)

## ■ EXPERIENCE

### KIKA ROMANIA - XXXLUTZ ROMANIA

MARKETING ASSISTANT

*October 2015 - January 2021*

- designed banners for company's Facebook page, GDN and CPC campaigns;
- designed newsletters and email marketing campaigns;
- collaborated with PR and media agencies regarding: TV and radio spots, outdoor banners, PR events and other project based activities;
- managed events and ordered marketing materials;
- provided marketing tracking and research information by collecting, analyzing and summarizing data and trends;
- designed flyers, visit cards, prospect, posters and other print materials;
- prepared and implemented the rebranding materials (kika becomes XXXLutz).

### BRADY AUTO CENTER

MARKETING ASSISTANT

*April 2014 - August 2015*

- updated the company's Facebook pages: Brady Auto Center, Volkswagen Service and Auto Ocazie;
- updated the websites with marketing content;
- designed email marketing campaigns;
- developed marketing techniques to increase sales;
- reviewed and monitor ongoing promotional campaigns.

### WIZARD STUDIOS

ACCOUNT MANAGER

*October 2013 - March 2014*

- communicated with clients to ensure that all of their needs are understood and addressed;
- managed social media accounts for our clients (Marsay, Bacio, Calif, Brady Auto Center, Cuptorul cu lemne, Mobshop etc);
- collaborated with various internal departments to ensure that they fulfill
- wrote product description and articles for blogs.

## ■ EDUCATION & COURSES

Informal School of IT | *November 2020 - March 2021*

**WEB DEVELOPMENT - HTML, CSS & JAVA SCRIPT**

Pixellab | *September 2020 - January 2021*

**GRAPHIC DESIGN - ADOBE PHOTOSHOP, ADOBE ILLUSTRATOR & ADOBE XD**

Avantaj Consulting | *May 2020*

**UI/UX DESIGN - ADOBE XD**

Avantaj Consulting | *April - July 2020*

**WEB DESIGN - HTML & CSS**

Google Romania | *February 2015*

**GOOGLE ADS & GOOGLE ANALYTICS**

Avantaj Consulting | *October - November 2014*

**GRAPHIC DESIGN - PHOTOSHOP & COREL**

University of Bucharest | *2009 - 2012*

**CARTOGRAPHY**


Superior School of Commerce "Nicolae Kretzulescu" | *2005 - 2009*

**ECONOMY**



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 Georgiana Amalia Marinescu

## SKILLS

Adobe Photoshop



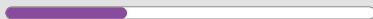
Adobe InDesign



Adobe Illustrator



Google Analytics



HTML & CSS



Java Script



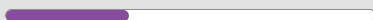
Bootstrap



Word Press



Adobe XD



## ■ INTERESTS

Volunteering:

- planting trees with "Plantăm fapte bune în România" and "Mai mult verde";
- cleaning activities in the Botanical Garden of Bucharest;

Ecology and Environment protection;

The well-being of children;