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Address: Pietii Str., No. 6,
District 1, Bucharest

Experience:

**March 2015 - present Creative Goldfish S.R.L.
*Freelance Translator & Owner***

- Project management & translations German/ English/ Romanian
- Technical translations (user manuals, offers, contracts, marketing, job specifications, guidelines etc.) for direct clients: **Kaufland Romania SCS, Autoitalia Romania, Therme Bucuresti Nord SRL, Immofinanz Services Romania SRL, Auto Italia Impex SRL, Burda Romania SRL, Bachmann Romania SRL, Scandia Food SRL, City Rental Services SRL, Daim Imobilara SRL, Inkorporate Print SRL, Central Travel SRL, Aleea Media SRL**
- Collaboration with different translation companies: **Translator SRL, Gentil Traduceri SRL, EKI Support Solutions SRL, Octopus Translations, Intertranslations SA Greece, Swiss Solutions**
- CAT-tools used: Trados Studio 2021, MemoQ, SmartCAT

**July 2014 - February 2015 Domo Retail S.A.
*Marketing Director***

- Planning and coordination of the marketing activities for offline & online communication (e-commerce)
- Developing the marketing strategy according to the company policy
- Selection of suppliers and negotiation of all contracts of the Marketing Department
- Selection and management of all relations with external and internal creative, media, research, and PR agencies
- Coordinating media campaigns (TV, radio, online, print, PR)
- Negotiation of printing contract with printing houses
- Coordinating the production of the weekly leaflet with offers and special leaflets, of printing deadlines and delivery of the printed materials
- Planning the printing volumes for the leaflet and special leaflets

May 2008 - June 2014 OBI Romania & OBI Croatia

Marketing, Advertising & Events Manager

- Planning and coordination of internal and external marketing activities of the company
- Developing the marketing strategy according to the company policy
- Selection of suppliers and negotiation of all contracts of the Marketing Department
- Organizing the opening events for the first 7 OBI stores in Romania: Public opening event with agency, press releases
- Negotiation of printing contract with printing houses
- Coordinating the production of the weekly leaflet with offers and special leaflets, of printing deadlines and delivery of the printed materials
- Planning the printing volumes for the leaflet and special leaflets
- Optimizing the production and printing process as well as the planning of deadline
- Organizing company events & press events
- Selection and management of all relations with external and internal creative, media and research agencies
- Establishing together with the CEO, Purchasing Director and Sales Director of the yearly marketing plan (no. of promotions, campaigns, format, themes, etc.)
- Direct collaboration with the creative agency in order to discuss and adapt the creative concepts and layouts of the campaigns
- Preparation, according to the marketing plan, of the according media plan (mix of TV, radio, print and outdoor) together with the media agency for the board approval
- Defining and implementing of marketing targets according to the approved budget
- Planning and management of the market research projects in terms of goals, deadlines, and budget
- Positioning studies on local and national level for establishing potential clients
- Planning of customer barometer studies, as well as other market research studies
- Allocation of internal and external resources for the marketing campaigns
- Collaboration with the sales managers and store managers to plan local marketing campaigns to sustain the sales activities
- Coordination of company events and new store openings

June 2006 - May 2008 KAUFLAND Romania SCS

Head of Marketing Production Department & PR Specialist

- Coordinating the production of the weekly leaflet with offers (at that time 29 different editions) as well as the production of the Non-Food special leaflets.
- Adapting the yearly marketing plan with Purchasing department

- Planning the printing volumes for the leaflet and of the Non-Food special leaflets.
- Optimizing the production and printing process as well as the planning of deadline with the Purchasing Department
- Checking of article information, text, and prices
- Negotiation of printing contract with printing houses
- Coordination of printing deadlines and delivery of the printed materials
- Preparation of the weekly and monthly reports and keeping the correct deadlines according to planned dates
- Budget planning for the production department
- Collaboration with external agencies and planning of the editorial content
- Coordinating the photo shooting of the samples
- Coordinating the activity of the graphics
- Adapting the international marketing concept and layout to the national requirements
- Proposal for new layouts according to the requirements of the International Creativity Department

September 2004 - May 2006 KAUFLAND Romania SCS

Assistant of GM & Press relations officer

- Interpreting at negotiations
- Translation of contracts and other documents
- Organizing office work, travel and mailing activities
- Administration of all documents related to the activity of the GM
- Preparation of meeting protocols
- Contact person for press releases (newspapers, radio, TV)
- Preparing press releases in crisis situations or for the daily business
- Collaboration with the international press department
- Participation at press seminars in Germany

April 2003 - September 2004 PLUS Discount Romania S.C.S.

Translator, Assistant of GM

- Interpreting at negotiations
- Translation of contracts and other documents
- Translation of the Warehouse Logistic Program
- Technical translations, construction documentation
- Organizing office work, travel and mailing activities
- Administration of all documents related to the activity of the GM

October 2002 - April 2003 Gerro Brasov S.R.L.

Liebherr Representation for construction and earth moving machines

Sales Assistant

- Translation of technical documentation and contracts
- Preparation and processing of offers
- Coordination of contracts and delivery of the machines
- Coordination of external lease contracts
- Organizing participation at technical fairs and exhibitions

**2002 - University of Bucharest, Faculty of Foreign Languages
Assistant in the Department TIT**

- Teaching students of the 3rd, 4th, and 5th year of study
- Theory and technique of translation
- Theory and technique of consecutive interpretation
- Theory and technique of simultaneous interpretation

**1999 - 2001 TBG Romania Beton Group S.R.L.
Translator-Interpreter, Assistant to GM,**

- Translating during negotiations
- Translation of contracts, balance sheets, other documents

1994 - 1998

Freelance Translator-Interpreter for

- Heidelberger Zement
- Teka Maschinenbau GmbH
- HBO Romania
- Antena 1
- Goethe Institute Bucharest

Education:

2000 - 2001 Master Translators- Interpreters, German - English
University of Bucharest, Faculty of Foreign Languages Department
TIT (Translators- Interpreters - Terminologists)
Master's degree in Terminology

1994 -1998 Department of Translators- Interpreters, German - English,
University of Bucharest, Faculty of Foreign Languages Department
TIT (Translators- Interpreters - Terminologists) Degree in
Terminology

1997 Scholarship Institute for Translators Vienna

1990 - 1994 Johannes-Honterus-High school, Brasov

Skills:

Foreign languages:

German - native

Romanian - native

English – fluent

French – basic understanding

Communicative, good negotiation skills

Team management, team building

Project management coordination

Creative in words & images

Certified Translator- Interpreter since 1999

Driving license: car since 1999, motorcycle since 2010