

## Simona Silvestru

Journalist, Marketing Manager and Content Specialist with 20 years' global experience (B2B & B2C) in the Digital, Marketing and Media Industries. Delivered a full European & UK rebranding for a UPS company worth over \$1.8 billion. Strategic, creative, and analytical. Passionate about marketing, writing, content, websites, SEO, and online performance. Line management experience.

- ✓ Strong stakeholder management across all levels of seniority.
- ✓ A proven track record in effectively managing a marketing budget.
- ✓ Excellent communication skills both written and verbal.
- ✓ An entrepreneurial mindset, able to work with a high degree of autonomy and ownership.

### EDUCATION

- Level 6 diploma in Professional Digital Marketing (CIM)
- MSc Digital Visual Effects - University of Kent
- Bachelor's degree in journalism – Faculty of Journalism

### WORK EXPERIENCE

#### Marketing Communications Content Specialist

FUJIFILM - Home-based (12/2020 - Present)

Development and launch of a brand-new website (WordPress) from scratch in 2022.

Creation and delivery of high-quality marketing communications content across various channels. Ownership and responsibility of all social media channels. Also dealing with events, budget, the management of work outsourced to approved suppliers, and other responsibilities.

- Drive the creation of marketing communication content and sales tools. Own the content generation process end-to-end.
- Work with internal and external stakeholders to research and create materials for technical subjects across multiple business segments.
- Determine which content to produce independently and which content to outsource.
- Deliver content that is engaging and visually impactful whilst remaining in-line with briefing requirements and corporate brand identity.
- Responsible for implementation of content through a full range of channels in the promotion mix, independently and using partners.
- Use platforms for sales enablement content, digital marketing, and CMS.
- Diligently check and quality assure work.
- Deliver work content to agreed standards and within set timelines, plus resource allocations.
- Support with the planning, co-ordination, and monitoring of marketing communication activities across the promotional channels.

- Support partners with image editing, 3D, or video work, including briefs, storyboarding and scripts for videos.

### **MSc Digital Visual Effects**

University of Kent – Canterbury, Kent (09/2019 - 09/2020)

I took a break from my career to study VFX (Digital Visual Effects) full time for 12 months.

### **Digital Marketing Manager**

Marton Recruitment – Ashford, Kent (11/2018 – 09/2019)

I resigned to pursue a master's degree.

Researching and writing articles, plus updating them and the SEO in the CMS (WordPress). Regular improvements and updates of the website (WordPress) via the CMS. Writing, editing, uploading job adverts, and create banners for them (website and social media). Filming, editing & uploading videos on website & social media (testimonials & candidates' tips). Create, upload, and promote white papers (clients & candidates). Producing regular images, banners, and infographics/statistics via Canva. Conducting customer and candidate feedback program via surveys, plus reports. Creating & designing marketing materials both digital and hard. Coordinate the printing of all leaflets, business cards, folders, case studies, etc. Researching, producing, and sending the monthly newsletters (clients & candidates). Create and upload posts and images for social media. Google Analytics - report audience information, and success of existing social media posts/projects. Being a point of contact for candidates generated via social channels. I also prepared and launched the website for another project called Build Diversity. I produced the social media posts and monitored all activities.

### **Marketing Manager UK & Europe**

Coyote Logistics, a UPS company - Dover, Kent (11/2014 – 09/2018)

I worked at this company from 2014 until 2018. UPS acquired Freightex Ltd in 2017, and the company rebranded in 2018. Now is called Coyote Logistics. I delivered a full European & UK rebranding for this new UPS company, to introduce it on the European market and in the UK as a new UPS brand in the Freight Sector. Solid experience building online projects and services from scratch and transforming online platforms from cost to profit.

I've been dealing with everything related to Marketing and the online presence, maintaining, and improving the online platforms, traffic, content, and SEO. Conception, implementation, and development of 10 other websites in other languages targeting EU customers. I have created, developed, and maintained our own CMR. I wrote articles for the website, developed, and maintained the social media, external and internal newsletters.

I've been a part of the company's innovation team and we developed a light and mobile version of our services where people could log in and see live jobs and get instant prices or updates. I maintained the contacts with the press, articles, advertising. Monthly and annual surveys for existing customers and hauliers. Producing promotional products.

Online traffic monitoring, reports and analysis, changes in behaviour, improvement proposals. Managing campaigns and special events. Video editing management. Preparation and presentation for all exhibitions in the UK and Europe. Manage and train new staff members. Organising and supervising the Christmas gifts for customers. I've coordinated the customer satisfaction process and ISO.

## **Head of Ecommerce**

Artisan du Chocolat - Ashford, Kent (2014 - contract)

Development and implementation of improvements/new strategies for the website and the online shop. Maintenance, sales - online orders, phone orders, deliveries, returns, refunds. Experience with Magento. Oversight stocks. Feedback from customers. Social media, newsletters, Mail Chimp, Hootsuite, Hubspot, Google Analytics.

## **Ecommerce Director / TV Producer / Digital Project Manager**

Il Passo / Fashion TV / Prima TV / 121 – before 2014

Development from scratch, implementation, and release of the online shop for a luxury brand (Il Passo - shoes, bags, leather accessories). Management of a small team. Content writing and development, design, promotions, and maintenance. Review, edit and post products to sale. Solid experience with CMS. Oversight customer feedback. Google Analytics. Newsletters. I produced different TV shows like "Wife Swap", "Cool Girls" (a contest for women), and other reality TV shows. I developed and managed online projects focused especially on health, nutrition, sports, and wellbeing with sponsorships from known brands like Nestle.

## **SKILLS**

Knowledge and ability to use: Microsoft Office, Adobe After Effects, Autodesk Maya, Foundry Nuke, Asana, Trello, and different types of CMS. Open to learn new tools quickly and effectively.

## **OTHER LANGUAGES**

English – bilingual proficiency.

French – 8 years of study.

Italian – 4 years of study.

Spanish – 2 years of study.

Japanese – 3 years of study.

Portuguese – 2 years of study.

Romanian – native / bilingual proficiency.