

Patricia Stroia

Marketing Specialist

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ABOUT

Enthusiastic open minded person, eager to contribute to the team's success through hard work, attention to detail and excellent organizational skills. Always motivated to learn, grow and excel.

Although an introvert, I am a people person and I enjoy being around colleagues.

SKILLS & EXPERTISE

- Communication - on digital platforms but also in real life
- Marketing - social media marketing, B2C marketing, copywriting, influencer marketing, marketing strategy, research, website management
- Sales - negotiation, customer support
- Management - Porter's Five Forces, PESTEL, Tech savvy, people management, innovation, problem solving, easily adapting to changes

- Software skills - Microsoft office, Lightroom, Logic Pro X, Mainstage, Canva, Wix
- Languages - Romanian (native language), English (C1), German (A2)
- Creativity - aesthetic thinking, inspirational thinking

WORK EXPERIENCE

- **September 2021 - Present (part time job)**

Marketing Strategist

Yellows Digital Agency

- Created social media content for clients
- Took pictures at a client's event
- Wrote articles for the agency's website

- **April 2021 - November 2021**

Director Marketing

Apollomex SRL

- Worked closely with the graphic designer to create a website
- Updated the website (Webflow)
- Managed the social media accounts
- Managed the website online shop (Stripe)

- **January 2019 - March 2021**

Influencer Marketing Specialist

Ana Luisa NY

- Monitored social media and online sources for industry trends.
- Increased customer satisfaction by helping on the Customer Support team.

- Resolved conflicts and negotiated mutually beneficial agreements between parties.
- Used Shopify, Google Analytics, Google Docs
- Took initiative in solving spontaneous issues
- Implemented CSR initiatives at the office

- **October 2018 - February 2020**

Musician

Patricia Denisa Stroia PFA

- Performed at events, including rehearsals and recordings.
- Owned a private studio for 2 years.

- **March 2017 - January 2019**

Drum and Guitar teacher

The Beat music school

- Coordinated concerts, special events and music exams for the students
- Developed strong working relationships with teachers, parents and students
- Orchestrated and implemented teacher workshops for professional learning to carry out vital training
- Prepared students for live performances
- Mentored struggling students with individualized approach to enhance learning

EDUCATION

- **2012-2016**

Academia de muzica "Gheorghe Dima" Cluj Napoca

Bachelor's Degree in Performing arts

Percussion

- **2022** - Marketing strategy (Skillab) course
- **2022** - Content Writing and Copywriting course
- **2019** - Marketing Digital Course

KEY ACHIEVEMENTS

- Top performer. Broke records for number of deals with influencers, had a great conversion rate (90%) and ROI
- Customer Service. Maintained a customer satisfaction rate of 93% in 2019
- Project Manager. The scope of the project was creating a website for Apollo Mex and having an online shop that works. The [website](#) turned out beautiful and the online shop worked perfectly.