

With over 9 years' experience in IT Project Management, I have run several successful projects in various fields, starting with but not limited to software application development, digital and IT infrastructure projects. With this adding to my previous experience of over 6 years in Top Management, crucial skills in digital marketing and professional marketing qualifications. I feel that my greatest strengths are my proven track record of delivering projects on time and within budgets as well as my extensive experience in business project management.

WORK EXPERIENCE

Digital Platforms Manager	03/2019 – Present
Senior Project Manager Prince2 & Agile Scrum	06/2014 – 02/2019
Conversion Marketing	Bucharest, RO

With skills in various areas of online businesses (email marketing, user experience, affiliate marketing, e-commerce, mobile apps, web applications etc.) I worked for over 100 clients with big names such as eMAG, Flanco, Banca Transilvania, BRD, BCR, VolksBank, Oriflame, Easyhost, Chroot, Divisima, Star Storage, QNET, UNICEF, Orkla Foods, Bancpost, Nova Music International, MedLife, Apiland, Up Romania/Check Dejeuner, MatHaus, Syngenta and Microsoft.

Achievements/Tasks

- Updates job knowledge by tracking technology and project management advances; participating in educational opportunities/conferences; maintaining personal networks; participating in professional organizations.
- Develops web solution by formulating objectives; planning project life-cycle deliverable and resource availability and application; preparing installation and modification specifications; leading the exploration, evaluation and design of technical solutions.
- Accomplishes organization goals by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.
- Assures quality web solution by developing and completing test plans; maintaining project and technical documentation.
- Accomplishes work requirements by orienting, training, assigning, scheduling, coaching employees; following production, productivity, quality, and customer-service standards; identifying work process improvements.
- Meets cost standard by monitoring expenses; implementing cost-saving actions.
- Establishes web project scope by studying strategic business drivers; discovering and validating businesses and technical requirements and parameters; obtaining input from subject-matter experts; examining and recommending changes to current business practices; developing and writing proposals.

Product Marketing Manager Prince2	07/2011 – 05/2014
Mail Up	Florence, IT

Responsible for managing the product throughout the product life cycle, gathering and prioritizing product and customer requirements, defining the product vision, and working closely with senior managers to deliver winning products.

Achievements/Tasks

- Performing and arranging successful product demonstrations for customers. Briefing the press and analysts, press releases and going on press campaigns.
- Market research & developing the core positioning and messaging for the product.
- Researching, reviewing and reporting on competitors' products.
- Performing sales, trends and profitability analysis
- Developing content for product and company collateral.
- Articulating the company's distinctive competence and the product's uniqueness
- In charge of planning and developing the right marketing strategy.
- Setting product pricing for new product releases to meet revenue and profitability goals.

T.O.P.S Auditor and Compliance Officer

Teleperformance Romania

01/2010–06/2011
Bucharest, RO

Teleperformance Operational Processes and Standards offers best practice consistency via its own set of core tools and systems that are structured to compliment client systems. Teleperformance's tools and systems pre-define many core procedures and reports so that the individual positions are able to focus on pertinent execution of agent development.

Achievements/Tasks

- Directly works with the department/team subject to audit to meet the audit procedures set.
- Prepares working papers documenting the specific audit objectives, audit procedures performed and their results.
- Summarizes audit findings and communicates the same to the teams.
- Maintains audit documentations, working papers, reports, communications and supporting evidence.

Training and Development Manager

Teleperformance Romania

12/2005–06/2011
Bucharest, RO

Teleperformance connects the biggest and most respected brands on the planet with their customers by providing customer care, technical support, customer acquisition, digital solutions, analytics, back office and other specialized services to ensure consistently positive customer interactions. I worked for over 20 clients with big names such as, Lenovo, the publishing house De Agostini. Vodafone Spain, CosmOTE Romania.

Achievements/Tasks

- Manages employment selection functions in a manner to deliver quality service, reduce costs, and maximize resources.
- Develops, directs and supervises employment selection functions from initial planning stages through conclusion.
- Manages the internal promotional processes to ensure compliance with staff development objectives
- Manages use of job analysis tools and concepts in employment selection and promotional processes; provides information and data analysis to ensure the accuracy of classification descriptions.
- Researches and develops examination material to reflect knowledge, skill, and ability factors inherent in work classifications and incorporates additional test parameters where relevant.
- Evaluates and oversees the psychological assessment process to insure accuracy of the psychological valuation reports.
- Conducts annual training and developmental needs assessment and proposes training and development programs and objectives.
- Obtains and/or develops effective training materials utilizing a variety of media and trains and coaches managers, , supervisors and others involved in employee development efforts.
- Plans, organizes, facilitates and order supplies for employee development and training events.
- Develops and maintains organizational communications such as bulletin boards and newsletters to ensure employees have knowledge of training and development events and resources.
- Conducts follow-up studies of all completed training to evaluate and measure results. Exemplifies the desired culture and philosophies of the organization.
- Works effectively as a team member with other members of management and the HR staff.

SKILLS

Project Management, International Business Development, Training and Development, Agile Methodologies, Team Management, Social Media, Marketing Strategy

FAMILIAR TECHNOLOGY

PHP, HTML5, CSS3, Mysql, Selenium Testing, Drupal 8, Magento, OpenCart, Prestashop, Wordpress, Laravel, Yii 2, CodeIgniter, Git, BitBucket.

CERTIFICATES

★ **Lead Auditor ISO/IEC 27001 Information Security Management System (02/2020) issued by SRAC CERT**

Mobile User Experience (UX) Design (12/2018 - 02/2020)
Interaction Design Foundation

User Research (06/2018 - 02/2020)
Interaction Design Foundation

UiPath Implementation Manager (02/19 - 10/2019)
UiPath Academy

UiPath Security Training (02/19 - 10/2019)
UiPath Academy

Project Management Professional (01/2016)
Project Management Institute

PRINCE2 (04/2012 – 03/2018)
ILX Group

Email Marketing Certification (07/2011)
HubSpot

T.O.P.S Auditor (01/2010)
Teleperformance Group

CONFERENCES & COURSES

GPeC – The Most Important E-Commerce Event in CEE
(05/2010 – Present)
Semestrial E-Commerce Summit
starting with 2019 I am a member of the GPeC jury
with 25 of the most ecommerce eCommerce experts in Romania.

Hack The Zone
(2019 – Present)
Annual Hacking & Information Security Conference -
cyber and physical security researcher

Webstock
(09/2008 – Present)
Annual Online Networking Event Powered by Evensys

ICEEfest / UPGRADE 100
(06/2016 – Present)
Conference

Digital Marketing Forum
(02/2015 – Present)
Annual event – Advanced Trends and Predictions in
Digital Marketing

TeCOMM
(10/2014 – Present)
Annual Premium Eastern European e-commerce event

Sales and Negotiation Training Program
(06/2010)
Teleperformance

Train the Trainer Certification
(08/2007)
Teleperformance

PROJECTS

ISO 9001:2015 Certification

(01/2018 - present)

Implementation and certification of the standard ISO 9001:2015 Quality Management Systems in a multinational digital marketing and software development company. Along with this certification the company is able to demonstrate its ability to consistently provide products and services that meet customer and applicable statutory and regulatory requirements, aims to enhance customer satisfaction through the effective application of the system, including processes for improvement of the system and the assurance of conformity to customer and applicable statutory and regulatory requirements.

ISO 27001:2013 Certification

(01/2018 – 03/2018)

Implementation and certification of the standard ISO 27001:2013 Information Security Management in a multinational digital marketing and software development company.

ISO 27001:2018 Certification

(05/2019 – present)

Implementation and certification of the standard ISO 27001:2018 Information Security Management in a multinational digital marketing and software development company.

Internationalization and Localization MailUp in Japan

(12/2011 – 07/2012)

Established in 2003 in Cremona (Northern Italy), over the years MailUP has grown to become market leader in Italy and earn international relevance. Today, over 10,000 companies worldwide trust MailUP as a strategic partner for their Digital Marketing activities.

MailUp is listed on the Italian Stock Exchange and is a part of MailUp Group.

JUMP!

(01/2011 – 06/2011)

JUMP is a developmental program created to identify and prepare high-potential employees to take on leadership positions in the company.

The objective is to prepare employees to become leaders: from agents to supervisors, from supervisors to coordinators and finally from coordinators to managers.

The JUMP! Program is based on a training program that offers technical and behavior training, as well as personal development plans.

T.O.P.S. Compliance Officer

(07/2009 – 06/2011)

TOPS (Teleperformance Operational Processes & Standards) is a daily performance management process: a step-by-step method structured based on the best practices of programs all around the world. TOPS was created to support front line management in developing high performance agents by managing performance metrics with consistency- day after day, week after week, month after month.

TOPS improves performance and quality by enabling leaders to spend 80% of their time focused on feedback and coaching. This result is achieved through structured processes that provide leader with consistent assessments of agents' results. By following these processes, the leadership team achieves more efficiency, allowing them to spend more time giving support and feedback to agents, based on consistent analysis.

LANGUAGES

Romanian – native

English – good/proficient

Italian – good/proficient

MILITARY SERVICE

U.M. 0490 – National Center of Training for emergency management between 10.2003 - 10.2004

DRIVING LICENSE

Category B since 2006

REFERENCES

Noela Zaharia – Professional Coach

“Cristian is one of the most responsible, loyal and pro-active colleague I have worked with at Conversation Marketing. Always willing to help his team mates, he would easily share his know-how and technicalities with so much patience to people of different work specialty (like myself too). Cristian is a great example of creativity, collaboration, respect, self-discipline and fun. For a senior tech savvy, I think these qualities are priceless!”

Catalin Butnariu – Credit Manager WCE

“I know Cristi since 2006 and admire him for his unique mix of strong character, strong will and self-discipline. He will stop at nothing to achieve his goal, in record time even if possible. I trust him to be a man capable to add value and fresh insights in all aspects he takes on and recommend him hence.”

Eugen Potlog – Founder & Chief Optimizer UX Studio

“Cristian is a very responsible person that you can rely on everything you agree upon. With know-how in different areas of internet, he is one of the best to manage a high scale project involving different types of resources and stakeholders. Besides this, he will always try to help people with their problems & challenges, which always makes him a teammate you would want by your side.”

Nicoleta Lazar – Global Talent Attraction and Development Manager at Teleperformance

“I had the chance to work with Cristian few years back while he was responsible with the training and development. His drive for delivering excellent quality at training programs and enthusiasm were an inspiration to me in my profession as a trainer. He is highly objective oriented and is very professional in delivering all projects assigned and is for sure an asset to any company in which he activates.”

VOLUNTEER EXPERIENCE

Emergency Medical Service (EMS) Volunteer

Societatea de Salvare București

08/2018 – Present

Bucharest, RO

The project “There is a hero in each of you” has as main purpose the reduction of the time to reach the grade 0 and 1 medical emergencies in the public places in less than 6 minutes.

INTERESTS



Project Management,
Product Owner



Email Marketing,
Email Automation



Robotic Process
Automation



E-commerce,
Digital Platforms