

With over 11 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 Senior Project Manager | Prince2 & Agile Scrum Conversion Marketing

03/2019–07/2021
06/2014–02/2019
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** which is part of the Naspers Group, **Danone**, **Microsoft**, **CyberGhost**, **GTS Telecom**, **MedLife**, **Oriflame**, Flanco, Banca Transilvania, BRD, BCR, VolksBank, Bancpost, Easyhost, Chroot, Divisima, Star Storage, QNET, UNICEF, Orkla Foods, Courier Manager, Nova Music International, Vonino, WeLoveTraffic, Apiland, Up Romania/Check Dejeuner, MatHaus, Syngenta.

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.
- Responsible for implementing ISO standards 9001 and 27001
- Internal **Auditor** for ISO 27001

Product Marketing Manager | Prince2 Mail Up

07/2011–05/2014
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.
- Manage the discovery phase and the full SDLC for the BeeFree SaaS.

T.O.P.S Auditor and Compliance Officer
 Training and Development Manager
Teleperformance Romania

01/2010–06/2011
 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.

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.

Great projects I've been involved in

Growth Manager

2Performant Network

02/2022 – 04/2022

Bucharest, RO

The technology company 2Performant, the leader of the affiliate marketing market in Romania and Bulgaria (listed on BSE's AeRO market – stock exchange symbol 2P). I led the company's Growth Unit division, with the role of testing and validating new markets and business approaches for 2Performant, identifying the company's growth opportunities in relation to technological realities and rapid changes in digital.

Growth Manager

Courier Manager

01/2021 – 05/2022

Bucharest, RO

Strengthening the relationship with partner companies in the country and abroad.

Opening and adapting the CourierManager platform, a software solution dedicated to courier companies, for new markets in Asia and Europe

Senior Project Manager

Retargeting Biz

08/2021 – 02/2022

Bucharest, RO

Retargeting is an All-in-One marketing platform for your e-commerce.

Achievements/Tasks

- Manage the discovery phase and the **full SDLC** for a portfolio of projects that included integrations, customization and enhancements to the Retargeting Biz platform with a regional roll-out for clients.
- Manage multiple complex cross-functional projects (internal, external, vendors and 3rd parties)
- Coordinating project schedules, resources, equipment and information
- Liaising with clients to identify and define project requirements, scope and objectives
- Act as single point of contact for one or more professional services projects
- Review project data for accuracy and resource allocation
- Recognize and document process improvements
- Place projects with partners and track each project to ensure contractual agreements are met
- Handle client escalations and coordinate accordingly
- Clear reporting to management for proper follow-up and business consistency

Personal projects

Cyber Security Researcher

HackTheZone

07/2019 – present

Bucharest, RO

We aim to bring you real Red Team scenarios and put you into real situations/attacks. The challenges are real targets and we do not have platforms to simulate attacks, you will apply them into different areas, domains, sector or places. We are **educating** and **creating skills** by offering you various challenges with different level of approaches or effort.

This project was created with a single goal – **Ethical Hacking**, and promoting this vibe to all of our participants and especially business segment.

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, 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 – 07/2021

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 27001:2018 Certification

01/2018 – 07/2021

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

Dorin Boerescu – CEO at 2Performant

“Cristian is a very competent manager and executive, with an excellent view on most (if not all) technologies and trends from today’s digital marketing landscape. He has strong abilities in managing teams and really good negotiation skills. On top of that, he’s a very nice person with a professional work ethic. I hope we will have the opportunity to work together again.”

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 EMEA at Oracle

“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 at 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

Search and Rescue Volunteer
Societatea de Salvare București

10/2018 – Present
Bucharest, RO

Rescue 4x4 is a free community service for rescue, recovery and interventions in special and emergency situations.

The project was launched in November 2015 and counts more than 1800 volunteers registered across entire Romania.






Over Rescue 4x4, an NGO was created in order to be able to sign agreements with local authorities: Asociația Salvatorilor Voluntari 4x4 - ASV4x4 / <https://www.asv4x4.ro>.

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**
Cyber Security
-  **Product**
-  **Email Marketing, Email Automation**
Ethical Hacking
-  **Robotic Process Automation**
SCADA
-  **E-commerce, Digital Platforms**
Cryptography

Last update: 28.03.2021