



Tudorache Petronela

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SKILLS

Digitalization strategies | Data analysis | Market research | Campaign development | Project management | Brand visibility enhancement | Statistical analysis | Content creation | Budget management | Event organization | Negotiation skills | Effective communication | Leadership and management | Time-management | Market analysis | Creative thinking | Team Leadership | Public speaking | Creative problem solving | Critical-thinking | Project coordination | Strategic thinking | Research design | Budgeting and finance management

WORK EXPERIENCE

MARKETING MANAGER – AVSTORE – Jul 2023 – Mar 2025 – BUCHAREST, ROMANIA

- Managing and monitoring marketing projects from initiation to closure;
- Developing and implementing the yearly marketing strategies and budgets for various brands;
- Boost brand visibility through various channels such as indoor and outdoor advertising, influencer partnerships, blogger collaborations, event sponsorships, and magazine features.
- Collaborating with 30 producers, which requires me to develop and implement a marketing plan for each of them;
- Creating marketing plans for the launch of new products;
- Implementing the marketing plans and providing proof of execution to ensure the company receives reimbursement for the expenses incurred during the marketing activities promoting the product launch;
- Negotiating prices and obtaining contracts for each marketing activity, which I forward to management for approval and signing. Afterward, I ensure that invoices are paid either by us or by our partners, which involves regular communication with the accounting department;
- Organize company events and coordinate participation in partner events;
- Engage with representatives from television, radio, and metro services to identify the most suitable marketing activities and pricing for product promotion;
- Collaborate with representatives from Romanian airports to identify the most effective marketing activities and pricing for promoting the company within the airports;
- Reach out to the managers of actors, singers, models, and architects to negotiate contracts for product promotion;
- Analyze the market to identify the most popular YouTube influencers in IT, technology, and audio-video, and contact them to negotiate a contract for a specific period;
- Reach out to potential partner companies to establish partnership agreements. This allows our partners to promote us at their events, on their website, through newsletters, and on social media. We can also collaborate on giveaways or contests.
- Proficiency with marketing tools (Google Analytics, Ads Manager, CMS platforms, email marketing software etc.).

SENIOR RESEARCHER – MALMO UNIVERSITY – Jan 2018 – Current – MALMÖ, SWEDEN

Business or Sector: Education | **Website:** <https://mau.se/>

Together with three professors from Malmo University (departments of Social Sciences and Computer Technology), we developed the project: Designing Integrative Evaluations for Student and Teacher Development (DIEST), my contribution focusing on Digitalization in challenge-based learning environments.

The overall aim of the project is the investigation of how to create an environment where learning and teaching are balanced between meeting the needs of students, providing feedback to teachers, and to education. The main research question is, how do we design better student-teacher evaluations for improving learning and education and allow for a deeper understanding of student expectations and to develop a more expressive and using of evaluation methods. Our goal for the results is geared to the pragmatic notion of providing solutions for improving learning and education through more integrative student-teacher evaluations. A set of ideas that could lead to guidelines for a new type of evaluation for the university.

Experienced Marketing Professional with proven core marketing skills (internal and external marketing), analytically savvy, and possessing a thorough knowledge of marketing (Market Research, Digital Marketing, and organizing Events), I am qualified to manage marketing programs to execution, have a business outcome-oriented mindset, feel comfortable with managing project budgets, and am able to thrive in a fast-paced environment.

I'm freelancing on:

- Identify portfolio of customers for clients;
- Manage campaigns for information and communications technology company: online marketing campaigns online advertising, newsletters creation, online communication (Facebook, LinkedIn, web), content creation, marketing strategy development, and implementation;
- Google Ad Words for clients and optimize their landing pages in order to achieve results;
- Facebook advertising;
- Online marketing strategies and communication plans;
- Social media plan implementation;
- Competitor analysis;
- Blog posts, press release;
- Digital native, at ease working with a variety of digital and social platforms;
- Well-versed with campaign mechanics from conceptualization to administration, parameters optimization, personalization, and performance reporting;
- Displays curiosity and capacity to process amounts of IT concepts and information specific to certain business verticals including IT services and software products.

MARKETING MANAGER – REGIA AUTONOMĂ RASIROM – Jul 2020 – Jun 2022 – BUCHAREST, ROMANIA

Business or Sector: Information and communication | **Website:** <https://rasirom.ro/>

- Forecast and management of the yearly marketing budget;
- Developing marketing programs and activities for the following technological areas: networking, computing, IT risk management; homeland security; SCADA, BMS, HVAC, IoT; unified communications;
- Assessing the consumers insights and transforming them into advertising campaigns that drove business results;
- Experience in both strategic and tactical aspects of marketing especially planning, budgeting, campaign development, and event organization;
- Monitor and track program results using analytical and reporting capabilities to measure the performance of the marketing campaign;
- Rebranding website - Designing, managing, creating content, and optimizing the website;
- Creating a monthly newsletter;
- Managing and monitoring marketing projects from initiation to closure;
- Drafting market research studies, market segmentation & competition analysis, from multiple data sources;
- Working with cross-organizational teams (management, business development, sales, product managers, HR, financial, legal departments) to align and deliver content;
- Establishing positioning, identifying target audiences, and developing marketing plans with specific objectives across different channels and segments;
- Analyzing customer insights (critical infrastructure, national companies, public and local administration, finance banks), consumer trends, performing market analysis, and marketing best practices to build successful strategies;
- Developing and implementing the annual marketing strategy;
- Implementing specific marketing activities for different customer segments, according to marketing strategy;
- Ensuring support in design & execution of marketing research projects: from questionnaires development to research report and analysis;

ASSOCIATE TEACHER – BUCHAREST UNIVERSITY OF ECONOMIC STUDIES – Jan 2020 – Jul 2020 – BUCHAREST, ROMANIA

Business or Sector: Education | **Website:** <https://www.ase.ro/>

Preparing and presenting class lectures on SPSS (statistical analysis software, a vast library of machine learning algorithms, text analysis, open source extensibility, integration with big data, graphical representation) to students at the Faculty of Marketing, University of Economic Studies, Bucharest.

RESEARCHER – NATIONAL INSTITUTE OF RESEARCH AND DEVELOPMENT IN TOURISM - INCDT – Sep 2018 – Apr 2020 – BUCHAREST, ROMANIA

Main project in which I was involved: "Innovative toolkit for sustainable development of rural communities with tourism potential, through (re)evaluation of cultural and heritage assets":

- Assembling data from multiple sources, conducting analyses, performing research, designing, documenting and implementing analytical solutions;
- Using data visualization skills to create user-friendly, easy to understand charts to be used by team members to understand the story behind the data;
- Interpreting and understanding the different graphs, charts and data tables;
- Participating in daily, weekly or monthly meetings for project tracking.

ASSOCIATE TEACHER – BUCHAREST UNIVERSITY OF ECONOMIC STUDIES – Jan 2015 – Jun 2015 – BUCHAREST, ROMANIA

Preparing and presenting class lectures on SPSS (statistical software) to students at the Faculty of Marketing, University of Economic Studies, Bucharest.

RESEARCHER – CATHOLIQUE UNIVERSITY OF LEUVEN, BELGIUM - PROJECT "TERRORISM INFLUENCE ON BELGIUM TOURISM" – Jun 2016 – Sep 2016 – LEUVEN, BELGIUM

- Literature review on worldwide terrorism and its consequences;
- Questionnaires were performed in 4 languages: English, French, Spanish, and Flemish;
- In 3 weeks, together with one colleague we have filled 600 street surveys (on tablet devices and on paper) with tourists that were visiting the main Belgium cities: Brussels, Antwerp, Bruges;
- Processing surveys with LimeSurvey application where I have created the database on which we performed statistical analysis;
- SPSS used for statistical analysis;
- The research was published in this article: "The impact of the 2016 terrorist attacks on tourism in Brussels": Dominique Vanneste, Petronela Tudorache, Flavia Teodoroiu, Thérèse Steenberghen.

RESEARCHER – DEPARTMENT OF BUSINESS ADMINISTRATION, BUCHAREST UNIVERSITY OF ECONOMIC STUDIES – Sep 2014 – Sep 2017 – BUCHAREST, ROMANIA

- Participation at inter/national conferences;
- Conducting quantitative and qualitative research (*Qualitative research* with craftsmen from Bruges; *Quantitative research* - internal consumption of craft products and others);
- Interpreting data, analyzing results (SPSS, AntConc, Tropes);
- Dissemination of research findings through scientific articles.

● EDUCATION AND TRAINING

SEP 2019 – SEP 2023 Bucharest, Romania

POSTDOCTORAL SCHOOL IN MARKETING – SENIOR RESEARCHER Bucharest University of Economic Studies

Sustainable marketing for the development of the Romanian village.

SEP 2014 – SEP 2017 Bucharest, Romania

DOCTORAL SCHOOL IN BUSINESS ADMINISTRATION – RESEARCHER Bucharest University of Economic Studies

Strategies to sustain and develop the Romanian intangible cultural heritage. Study case: Knowledge and skills to produce traditional crafts.

ACADEMIC EXPERIENCE:

Participation in/leadership of research projects: I succeeded in being accepted for a scholarship for a period of 6 months between July and December 2015 in the interdisciplinary [Project POSDRU 155463](#).

RESEARCH SKILLS:

- Collection, analysis and interpretations of quantitative and qualitative data on a defined issue;
- Experience in econometrics and statistics, including statistical software (SPSS);
- Capacity to publish in high-ranking academic journals in economics and social sciences;
- Ability to develop own research networks;
- Strong research focus and capacity to independently conduct high quality research and successfully finalize scientific projects;

- Being able and interested to co-operate in a multidisciplinary research group with societal stakeholders and knowledge institutes;
- Positions as editor, peer review, Editor of [JSR Journal](#) .

Type of credits ECTS | **Number of credits** 180

SEP 2015 – JUN 2017 Bucharest, Romania

MASTER RESEARCH AND TEACHER EDUCATION FOR BUSINESS & ECONOMICS Bucharest University of Economic Studies

- Creative Thinking in Business and Economics;
- Teaching and Assessing Critical Thinking Skills;
- Requirements and Advanced Communication Skills in Professional Context;
- Intercultural Aspects of Communication in a Professional Context;
- Qualitative and Quantitative Analysis;
- Design, Management and Evaluation of National and International Research Project.

Type of credits ECTS | **Number of credits** 120

SEP 2008 – JUL 2011 Bucharest, Romania

ECONOMIST / BACHELOR DEGREE Faculty of Marketing, Bucharest University of Economic Studies

- Management; Intercultural Management; Information Systems; Cyber marketing; Multimedia; Mathematics Applied in Economy; Statistics; Econometrics; Marketing; Public Relations.

Type of credits ECTS | **Number of credits** 180

SEP 2011 – JUN 2013 Bucharest, Romania

ECONOMIST / MASTER DEGREE Marketing and Communication in Business, Bucharest University of Economic Studies

- Management Marketing; Strategic Management; Brand Management; Psychosociology of Communication; Design and Organization of Marketing Research; Advertising and Media Planning; Online Marketing; Marketing Research Methods; Marketing Data Analyses.

Type of credits ECTS | **Number of credits** 120

● LANGUAGE SKILLS

Mother tongue(s): **ROMANIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C1	C1	C1	C1	C1
GERMAN	A1	A1	A1	A1	A1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● DRIVING LICENCE

Driving Licence: B

● LIST OF CERTIFICATES

JAN 2022 – MAR 2022

Honeywell - TRACE Global Anti-Bribery Compliance Course

NOV 2021 – JAN 2022

Dell Technologies Partner Program Marketing

● CONFERENCES AND ARTICLES

Professional network for scientists:

- [ResearchGate](#)
 - 10 Publications;
 - 28,361 Reads;
 - 150 Citations.
- [Google Scholar](#)
 - 225 Citations.

Conferences and articles:

- "The contribution of green marketing in the development of a sustainable destination through advanced clustering methods" **Tudorache Petronela**, Georgică Gheorghe, Ioan Mihai Roșca, Sustainability **2023**, 15(18), 13691 <https://t.ly/RxHXl>
- „Content analysis of two quality newspapers”, **Tudorache Petronela**, Management&Marketing, volume XIX, issue 1/2021, <https://t.ly/w8-xj>
- The 18th International Conference "PRESENT ISSUES OF GLOBAL ECONOMY", 1-3rd July 2021, Constanta, "Critical Thinking – Impressions of Students from High School Level" **Tudorache Petronela**, Georgică Gheorghe, Laurențiu Tudorache, <https://t.ly/F6wyb>
- The 7th International Conference in Tourism, Cactus, October 3-6, 2019, "Sustainable Development of High Tourist Potential Rural Communities in Bucovina", **Tudorache Petronela**, Tudorache Doru Marian;
- International Conference on Social Science and Economics (ICSSE) Oslo, Norway, 3-4 July, 2017, "Crafts hip - a future profitable business?", **Tudorache Petronela**;
- "The impact of the 2016 terrorist attacks in Brussels on tourism", Vanneste Dominique, **Tudorache Petronela**, Teodoroiu Flavia, Steenberghen Thérèse, Belgian Journal of Geography, ISSN: 2294-9135, no. 4, pp. 1-26, 2017, <https://bit.ly/2KMKbxm>
- 28th IBIMA Conference Seville, Spain, 9 - 10 November, 2016 "Craftsmen between national heritage and the new age of the economy", **Tudorache Petronela**;
- The 5th International Conference on Tourism, 3-4 December 2015, Bucharest. Quo vadis, "Living human treasures"? Lupu Nicolae, Tănase Mihail Ovidiu and **Tudorache Petronela** - Amfiteatru Economic, ISSN (online) 2247-9104, Vol. 18, Special Number 10, November 2016, <https://bit.ly/2V5LfAp>

● ORGANISATIONAL SKILLS

Organizational & managerial skills

- Coordinate and manage content across different social media channels;
- Monitoring and optimizing ROI of digital campaigns; evaluating digital campaigns efficiency;
- Develop and measure KPIs, drive key insights;
- Develop innovative and effective Marketing campaigns including integrated digital marketing campaigns for awareness, lead generation, and growth;
- Using critical thinking in the design of successful professional and academic projects;
- Planning and organizing corporate events in order to ensure a remarkable customer experience;
- Effective use of critical and creative thinking for successful projects;
- Designing, organizing and managing marketing strategic plans and programs in the specific organizations operating fields;
- Conducting complex projects and programs in the fields of advertising, marketing, marketing research through the use of the critical-constructive cognitive achievements and practical skills in the process of their designing, management, implementation and monitoring;
- Creating the profile of the customers based on the demographic data. Data were obtained from various sources: the National Institute of Statistics, National Bank of Romania, Public Procurement Platform, business associations;
- Use of modern information technology in order to produce documents, process information and access databases specific to various activities in professional organizations;
- Conducting market research and analysis to establish client trends and habits, closely following competition offering;
- Monitoring and analyzing service quality data related to the satisfaction of company clients; propose improvement measures for increasing customer satisfaction;
- Assisting with the analysis of online data: reports generated by Google Analytics, whose aim is to identify which links are frequently accessed by the persons who visit the website;
- Time-management skills, with the ability to prioritize tasks;
- Strong ability to work independently and within a cross functional team.

Digital skills

- Computer literacy: SPSS (understand data, analyze trends, forecast and plan to validate assumptions, and drive accurate conclusions), MS Office (Word, Excel, Access, PowerPoint, System Expert, Outlook, Web Browsers), Html, Google Analytics, AntConc - corpus analysis toolkit for concordance and text analysis, social network advertising (Google Ads, Facebook Ads, LinkedIn Ads).
- Proficiency with marketing tools (Google Analytics, Ads Manager, CMS platforms, email marketing software etc.).

Communication & interpersonal skills

- Rationalization and interpretation of ideas, processes, phenomena, states and trends at both micro and macroeconomic level in the knowledge society;
- Developing creative briefs and guide creative direction to meet objectives for all advertising;
- Strong communication skills: oral and written professional communication skills;
- Ability to present ideas in user-friendly language;
- Good cross-cultural communication skills and experience of international cooperation;
- Enthusiasm and positive attitude.