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# Iliescu Miruna-Elena

## Experience

### **inquito - Co-founder & Digital Manager (09.2015 – Present, Bucharest/Portugal)**

- ▶ Development of effective corporate communication strategies for inquito and our clients
- ▶ Management of the relationship with marketing professionals in order to deliver copy for advertisements or articles
- ▶ Support in the development of corporate strategies
- ▶ Digital content writing and editing
- ▶ Social media content creation
- ▶ Marketing activities or events attendance to raise brand awareness

### **Alumna of Media Planning and Strategy module by IAA SCHOOL (2019)**

The IAA School is the most complex professional training program for specialists working in the marketing and communication industry in Romania. It is also the first academically structure in Romania under the patronage of a private professional organization, awarded at the Worldwide IAA Congress with the distinction of „Best Practice”, recognized and accredited by the IAA Educational Programs.

### **Business Developer & Marketing Strategist - KG International (22.11.2017 – 21.05.2018, Porto)**

KG International is a consulting company based in Porto, Portugal. After 5 years of activity in Poland, KG International expanded to the external market in Portugal where it deals with the internalisation processes of the companies, products and services.

- ▶ The construction of a sales & marketing plan from scratch
- ▶ Research and data base building for a new digital market
- ▶ Monitoring and evaluating sales and marketing strategies
- ▶ Conduct keyword research and contribute to social media engagement
- ▶ Develop and integrate content marketing strategies

**Accenture - HR Analyst with Spanish (15.07.2014 - 20.09.2015, Bucharest)**

- ▶ Providing Spanish/English HR support services for the client by applying knowledge of processes, identifying and solving issues;
- ▶ Offering support to the client employees HR requests via email, phone and chat
- ▶ Managing HR transactions and constantly updating the HR data base with the personal information changes;
- ▶ Identifying process gaps and propose ideas of improvement;
- ▶ Updating and improving the HR implemented procedures.

## Education

**Google Developer Nanodegree Scholarship (2018)**

- ▶ Web/Multimedia Management and Webmaster

Nanodegree scholarship in collaboration with companies like Google, Facebook, Amazon, IBM, and Mercedes-Benz to build cutting-edge curriculum, and their hiring partnerships provide graduates unique access to new career opportunities.

**Aspire Academy – Young Professionals (2018)**

4-day program dedicated to young working professionals. All 45 participants from all around the world are high-achieving, motivated and willing to bring a positive change in the community.

- ▶ Corporate negotiations
- ▶ Authentic leadership development
- ▶ How to build an effective team
- ▶ Strategic planning
- ▶ Design Thinking

**National School of Political Science and Public Administration. Communication and Public Relations [2021]**

- ▶ Doctor of Philosophy - PhD - Communication Sciences

**University of Bucharest, Faculty of Psychology and Educational Sciences (2017)**

- ▶ Master's degree, Organizational Psychology and Human Resources Management

**National School of Political Science and Public Administration. Communication and Public Relations (2014)**

- ▶ Bachelor's Degree - Communication and Public Relations
- ▶ Erasmus+ Mobility Programme. Universidad Miguel Hernández de Elche. Journalism

**Bilingual High School “Miguel de Cervantes Saavedra” (2011)**

- ▶ Bilingual Spanish
- ▶ Mathematics - Informatics

**Conferences & Publications**

*The Cultural Influence on Designing the Homepage: Romanian vs. Portuguese Businesses Comparison.* Prezentare la Strategica International Conference, 10-11 octombrie 2019.

*Helping Attitudes – The Means of Spotting Young Intrapreneurs.* International Conference on Economics and Administration 2017. Filodiritto Publishing House, Bologna, Italy, p .97