



ROXANA DAVID

CO-OWNER, MKT & BIZDEV @ CREADIV.RO | ROXANADAVID.RO |
BUCHAREST | 18.04.1988

ABOUT

I'm an online entrepreneur, very excited about everything digital! My goals are to continuously self-develop, meet inspiring people but also inspire others, accept challenges as opportunities and make a difference in the lives & businesses of the people I work with, colleagues or clients alike.

FEATURED



[Interview Profit.ro](#)



[E-book Online Marketing](#)



[Interview GPeC](#)



[Interview Wall Street](#)



[Guide StartupCafe](#)



[Slideshare Presentation](#)



[Ecomedia Guide Chapter](#)



[ResearchGate Profile](#)



[IOads Project Launch](#)

EXPERIENCE

E-COMMERCE & ONLINE MARKETING CONSULTANT • FREELANCE • JAN 2018 - PRES

- Online Marketing, UX & Usability Consultant for over 50 online businesses;
- Trainer & Speaker at various events about business strategy, online marketing, entrepreneurship (Digital Marketing Forum; GPeC Ateliere de Antreprenoriat; Leaders Experience; etc);
- Juror in various contests and competitions about User Experience and Usability for websites and e-shops (GPeC E-Travel Conference, Webstock, etc);
- Mentor in various mentorship programs, such as Start-up Women Leaders Experience;
- Attended over 50 events / seminars / summits on topics such as Digital Marketing; Business & Entrepreneurship; Web & IT.



[IAA YP - Bune Practici in E-commerce de Black Friday](#)

CO-OWNER, HEAD OF BIZDEV & PERFORMANCE DEPARTMENTS • CREADIV (BEST WEB IMAGE SRL) • MAR 2011 - PRES

Hey! I'm the Co-Owner of CREADIV. My main goal is to transform CREADIV in an ever bigger and better company and to assist our clients in growing their businesses exponentially.

My main achievements: creating a 10 people team; managing over 50 clients and growing their business with +150% year over year; constant company revenue growths from 2013 till present, with more than 20% each year.

Being a small family business, I juggle with multiple professional hats in my daily activity:

- As Head of Business Development and New Projects, I have been generating double digit company growth year by year. I represent the company in all the forums, organizations and associations. I also represent the company at various events with various presentations.



HELLO@ROXANADAVID.RO



+40723288470



[/IN/ROXANAOLARU](#)

COMMUNITY

Proud member of

- *Romanian Business Leaders*
- *ANIS*
- *Ecompedia Team*

LANGUAGES

Romanian (Native)

English (Bilingual Working Proficiency)

French (Ltd Wk Proficiency)

SKILLS



Business & Growth:

Project Management
Entrepreneurship
Business Development
Business Analysis
Web Project Management
Strategic Planning
Management Consulting
Product Development
Competitive Analysis



Strategy & Planning:

Marketing & Advertising
Management
Online / Digital Marketing &
Advertising
Digital Marketing Strategy
Product Marketing
Corporate Communications
E-Commerce Consulting

- As Marketing Manager I coordinate the Performance Department that manages all client and internal projects. Main areas of activity: Search Engine Marketing, Social Media Marketing, SEO, Email Marketing.
- As Product Manager I coordinate the development of small & medium web projects, such as websites or landing pages, as well as various design works.
- As HR & Administrative Manager I coordinate all recruitment and internal communication processes, as well as other administrative & office work.

SENIOR PROJECT MANAGER & EVENTS MANAGER • CREADIV (BEST WEB IMAGE SRL) • 2011 - 2019

I managed the following:

- Comunitate Foto (the biggest Romanian social media platform for photographers) - product management; community management; events management;
- Blog Support (a service specially developed for bloggers) - product management; community management;
- CodeQuest (the 2 editions of our company hackathon) - events management; community management.

ONLINE MARKETER & EVENT EXECUTIVE (VOLUNTEER) • ROMANIAN BUSINESS LEADERS FOUNDATION • 2014 - 2018

- Online marketing (PPC, Social Media); PR; content writing and various on-event activities for Ateliere de Antreprenoriat
- Website Creation and Management for RE>PATRIOT

BUSINESS ANALYST (INTERNSHIP) • ENSIGHT MANAGEMENT CONSULTING • 2010 - 2011

- Business Analyst Intern - learning about management consulting; studying and analyzing different markets; developing various studies; public relations.

EDUCATION

MA MANAGEMENT OF INTERNATIONAL PROJECTS (100/100) • 2010 - 2012 • BUCHAREST UNIVERSITY OF ECONOMIC STUDIES (ASE)

- Valedictorian; Research Team in International Finance;
- Lecturer at Singapore Economic Review Conference 4-6 August 2011;
- Lecturer at ERPBSS Conference Dubai Nov 2013.

BA INTERNATIONAL ECONOMICAL RELATIONS (REI, 98/100) • 2007 - 2010 • BUCHAREST UNIVERSITY OF ECONOMIC STUDIES (ASE)



Industry Knowledge

Search Engine Marketing & Advertising
 Social Media Marketing & Advertising
 Online Lead Generation
 Search Engine Optimization
 Google Analytics
 Google Ads
 E-mail Marketing
 MS Office & Photoshop



Interpersonal Skills:

Teams Management
 Leadership
 Teaching
 Teamwork
 Creative Thinking
 Public Speaking
 Active Listening
 Diplomacy

HOBBIES



- TC "European Values – Ethics and banking culture course" - organized by the Royal Bank of Scotland (RBS);
- Volunteer at ADVICE Students and ARTEX Cultural Foundation

„ANTREPRENORIAT LA FEMININ” BY SC EUROPEAN PROJECT CONSULTING • 2011 - 2012 • CNFPA CERTIFICATE

VOLUNTEER EXPERIENCE OR LEADERSHIP

FUNDRAISING • ARTEX CULTURAL FOUNDATION • 2009 - 2010

- Worked for the project Ascensorul Cultural. 🎥

PROJECT MANAGER, COORDINATOR OF THE INTERNATIONAL RELATIONS DEPARTMENT • ADVICE STUDENTS • 2007 - 2010

- Writer, coordinator and supervisor of the Youth in Action Exchange Project "Zoom into and broadcast your Middle Ages" (Feb 2009 - March 2010, Bucharest and Sibiu) about cultural marketing - 30 people for 4 countries: management; project implementation, coordination and dissemination 🎥
- Coordinator of the International Relations Department 🎥

CERTIFICATIONS

- ✓ *Google Ads Certified Individual* • Google • Issued Oct 2019, Exp Oct 2020
- ✓ *Certified Teacher Level 2* • Bucharest University of Economic Studies • Issued Jul 2012
- ✓ *Certified Teacher Level 1* • Bucharest University of Economic Studies • Issued Jul 2010
- ✓ *Grow to Greatness: Smart Growth for Private Businesses Part 1 & 2* • Coursera • Issued 2013
- ✓ *Leaders School Graduate* • LEADERS Foundation • Issued Apr 2011
- ✓ *4 Youthpasses in International Youth Projects* • ANPCDEFP