

Teofana Apopei

♦ PORTFOLIO · TEOFANA.RO

About me

I'm an early-career marketing professional with a background in Systems Engineering and a current Master's in Online Marketing Strategies and Sales Management. I've grown a confident foundation in digital marketing through Google, HubSpot, and Meta programs. I'm now looking for a role where I can contribute, learn from experienced marketers, and grow into a well-rounded specialist.

PROFESSIONAL EXPERIENCE

Heidelberg Materials Romania *July 2024 — August 2024*

Internship — Communication & Project Support

TAȘCA, ROMANIA

- Developed process-optimization initiatives and produced visual presentations for management.
- Strengthened teamwork, communication, and organizational skills within an international corporate environment.

Saip Automation International *June 2023 — July 2023*

Internship — Digital Communication & Process Coordination

TÂRGU-MUREȘ, ROMANIA

- Supported the use of digital tools to organize data and internal communication.
- Produced reports and presentations used in project evaluation.
- Improved collaboration between technical and administrative teams.

Erasmus+ Programme *February 2020 — April 2020*

Student Intern — International Project

VALENCIA, SPAIN

- Involvement in international collaboration activities and project-based learning.
- Collected and synthesized performance data for team reports.
- Practical experience in project communication in English.

VOLUNTEERING

ESTIEM

2021 — Present · Târgu-Mureș / Bucharest, Romania

- Collaborated with international teams to coordinate student initiatives.
- Organized cultural and educational events that promote communication and team spirit.

COURSES

Hirschmann Academy

February — March 2023

Developed knowledge in the following areas:

- Process management & optimization
- Project & time management
- Team communication & coordination
- Quality & logistics management
- Introduction to digital transformation

EDUCATION

University of Bucharest

Master's — Online Marketing Strategies & Sales Management

Ongoing · Bucharest, Romania

UMFST „G.E. Palade” — Târgu-Mureș

Bachelor's — Systems Engineering

July 2025 · Târgu-Mureș, Romania

UMFST „G.E. Palade” — Târgu-Mureș

Teaching Certification — Level I

July 2024 · Târgu-Mureș, Romania

„Carol I” High School — Bicz

Profile Mathematics — Computer Science

June 2021 · Bicz, Romania

SKILLS

- Digital marketing fundamentals
- Content creation
- Google Ads
- Google Analytics
- Social media basics
- Canva
- Microsoft Office suite
- Reporting & data synthesis
- Project coordination
- Multicultural collaboration
- Analytical thinking
- Adaptability to new tools

SOFT SKILLS

- Creativity and empathy
- Strong communication
- Time management
- Problem-solving
- Adaptability
- Teamwork and attention to detail
- Initiative and accountability

CERTIFICATIONS

HubSpot · Digital Marketing

Google · Digital Marketing Fundamentals

Google Ads

Google Analytics

Canva Essentials

Meta Certified Digital Marketing Associate — in progress

LANGUAGES

Romanian

Native

English

Intermediate · B2