

OANA PĂUNA

CONTENT WRITER & TRAINER

I'm a passionate content writer who can't see herself doing anything else. I have imagination, but that doesn't mean I live in and out of my mind, I express myself very well in writing and I am far from the phase of the imaginer, the artist who only dreams and doesn't materialize anything.



EDUCATION

"ALEXANDRU IOAN CUZA" NATIONAL COLLEGE
Mathematics and Intensive Computer Science
2008 - 2011

COLEGIUL NAȚIONAL "ALEXANDRU IOAN CUZA"
Bilingual French Philology | Ploiești
2011 - 2012

PETROLEUM-GAS UNIVERSITY OF PLOIESTI
Accounting and management informatics
2012 - 2015

ACTIVEXPERT
Pre-entrepreneurial skills and industries
creativity 2015 | Ploiești

ACADEMIATA
Human Resources Inspector
2016 | Ploiești

REZISTENTA ONLINE
Content writing course
2019

CREATIVE COURSES
Introduction to Content Writing
2019

RAM ASSOCIATION
PR and Communication
2021

"UN STROP DE FERICIRE" ASSOCIATION
Entrepreneurship Course
2021 (3 months)

"CALEA VICTORIEI" FOUNDATION
Diction and communication course
2022

CORE FUSION SRL, ANCA PRICOP
Trainer course
2022

SPOKEN LANGUAGES

ENGLISH



FRENCH



ITALIAN



RUSSIAN



SPANISH



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PROFESSIONAL EXPERIENCE

MARKETING

7 years and 6 months



TOURISM

2 years and 6 months



ADMINISTRATIVE

7 months



HUMAN RESOURCES

4 months



MARKETING | ADVERTISING | PR

My freelancing adventure started in 2014, the year when Romanian freelancers were out of sight. That's when I discovered a new world, full of opportunities, a world open to the unknown, tech and evolution in general. Americans already knew about freelancing and had been doing it for years. That's when I started to discover myself while helping others to grow their businesses. I learned a lot online from articles in English, a language I didn't have a good command of, but thank God for Google Translate.

In activitatea mea de freelancer am lucrat in:

In my career as a freelancer I have worked on:

- data entry in Excel and Google spreadsheet;
- editing, rewriting and writing articles on various topics: technical or more social;
- writing articles in English and Romanian for websites involved in affiliation with Amazon or Emag;
- creation of Powerpoint or Prezi presentations and .doc format reports;
- drafting of certificates in Romanian and English;
- writing book reviews or ideas for improving an application/website;
- testing of applications;
- publishing articles in Wordpress;

- programming posts in Buffer;
- Email/Facebook outreach to interview people or companies, then write articles based on the responses;
- creating Facebook posts/banners in Canva;
- translations from English into Romanian and vice versa;
- teaching English courses through TutorABC;
- writing texts for websites, Fb ads, video ads, Fb posts, product descriptions, cover letters, etc.

I want to help through my writings the businesses with soul which want to improve the present society and especially... I want through my writing, involvement, ideas, creativity, ambition and perseverance to change the world.

Where do I do this? From my little corner out there.

With love,
An entrepreneur in love with words

Acquired skills and competences:

Wordpress, SEO, Management, Content Writing, Software Testing, Online Research, Google Drive, Project Writing, Reviewing, Creative Writing

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PROFESSIONAL EXPERIENCE

ADMINISTRATIVE | LOGISTICS EXEC-EDU

In the position of program coordinator I helped to organize the courses and checked each course while it was running.

My activities included:

- relation and delegation of tasks to the assistant program coordinator
- communicating and resolving issues arising in relation to the trainer and the courses facilitated by them
- organizing the courses: creating links for courses on Zoom, Teams or other platforms supported by companies with a high security system, sending login information to trainees and trainers, sending reminders and updates related to courses, logging in to each course to prevent and solve trainer or trainee login problems, sending sports materials to learners, providing support to trainers through course templates and other useful information, organising and participating in the online exam, sending diplomas issued by EXEC-EDU and/or ANC on time.

It has been a challenging but also a beautiful period in which I learned a lot of things, especially in the area of soft-skills, but most of all, I got a little out of the introvert's comfort zone by discovering that #POT.

In the end I understood that the I CAN attitude is the one that brings you closer to your dreams.

Acquired skills and competences:

Team Management, coordination of team activities, interpersonal communication, planning ability, organizational

SEO ASSISTANT - SC DRIVE PROFIT WEBDEV SRL

I worked as an SEO assistant at this marketing agency. Under the supervision of the SEO manager I contacted by email a lot of websites, a process called cold outreach and in the USA it is very widespread.

Once we proposed the idea of coming up with a useful article for their site as a guest post or paid article and got their acceptance, we actually placed 2 follow links to our sites. We improve our ranking in Google searches.

My activity followed these steps:

- search for sites
- contacting them by email
- communicating by email to negotiate the lowest price or even for free
- we proofread and edited articles to be accepted by the site owner as native and contain our do follow links
- referring the article to guest post dept
- payment for paid articles
- communicating with the SEO manager to make the payment and provide the link
- communicating with the site owner to provide proof of payment and receive the link

We also created profiles of our clients' websites on various sites to increase their ranking.

Skills and competences acquired:

SEO, Data entry, SEO optimization, Gmail, online research, business, English, Email, SEO search engine optimization

Net salary: 2000 RON

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PROFESSIONAL EXPERIENCE

RECEPTIONIST - MONUMENTAL HIGH BUSINESS

During the 18 months I worked here, I acted as the image of the hotel in front of the clients staying in the hotel, agency collaborators, suppliers and external clients.

My work involved:

- check-in and check-out of customers-issuing and collecting invoices
- making, modifying, cancelling reservations in the internal system, Publine software and Booking
- resolving internal problems
- updating customer profiles, SRL in SAGA accounting software
- issuing internal reports useful for the accounting department
- primary accounting activities: checking receipts, internal reports, sorting and archiving documents, retrieving documents created from clients, agencies or companies
- maintaining communication between internal departments: accounting, maids, waiters, kitchen
- communicating with clients to provide them with useful information whether it was about the hotel services or they needed directions and translations to get around in Romania or Ploiesti in general

I left a positive impression on most of the hotel's clients, so they accepted to connect us on LinkedIn even after we left there, but more: they left me positive reviews that can be seen on my profile.

Acquired skills and competences:

Internet, Perseverance, Seriousness, Word, Excel, Punctuality, Publine, Saga, Key lock

Net salary: 1500 RON

CERTIFICATIONS

DIGITAL MARKETING BASICS COURSE
acquired in December 2016

DIGITAL WORKSHOP - GOOGLE
acquired in June 2016

PR AND COMMUNICATION IN DIGITAL MEDIA
acquired in September 2021

TRAINER CERTIFICATE
acquired in September 2022

CALEA VICTORIEI FOUNDATION
Leadership Workshop | acquired in June 2023

VOLUNTEERING

**METROPOLITAN LIBRARY BUCHAREST
DIMITRIE BOLINTINEANU BRANCH | 2016**

I organized and held two literacy workshops in partnership with the Metropolitan Library of Bucharest during the week of "School Differently".

PUBLICATIONS

WWW.ELITAROMANIEI.RO
<https://bit.ly/3JiFRBL>

WWW.OANAPAUNA.RO
<https://bit.ly/3Nx1DUQ>

SOCIAL MEDIA

 [Oana Păuna - Creative Content Writer](#)

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 [@oana-pauna](#)