



# CRISTINA TRIPON

NATIONALITY Romanian

D.O.B. 17th March 1989

ADDRESS Kuala Lumpur


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WEBSITE wetripon.com

DRIVER LICENSE Yes

 tc\_cristina21

 cristina-tripon-31037273

## ABOUT ME

I'm on top of new trends and developments within the social media landscape and all digital marketing disciplines. I have a flexible approach to all work situations and I find it easy to adapt to any new business environment.

## EXPERIENCE

17-20

### Digital Marketer Freelancer

Remote

- Development of digital marketing strategies
- Create and manage social media campaigns for lead generation and conversions (setting up, researching, retargeting pixels)
- Support the development and engagement of a customer community online
- Designing of visual content for social media platforms, newsletters and blogs
- Copywriting text for social media posts: Facebook, Instagram, Pinterest
- Create and management of WordPress websites
- Measure, report and optimise digital marketing workflow (analyzing ad performance, tracking KPIs)
- Fully able to set up and execute experiments (A/B testing etc.)
- Video and images production (tutorials, brand video presentation)

16-17

### Marketing Executive

Ebizu - Kuala Lumpur, Malaysia

- Liaising and networking with a range of stakeholders including customers, colleagues, suppliers and partner organisations;
- Sourcing advertising opportunities and placing adverts on Social Media;
- Managing the production of marketing materials;
- Liaising with designers;
- Organising photo shoots and video productions;
- Arranging the effective distribution of marketing materials;
- Organising and attending events such as conferences, seminars, receptions and exhibitions;
- Contributing to, and developing, marketing plans and strategies;
- Evaluating marketing campaigns;
- Monitoring competitor activity;
- Supporting the marketing manager and other colleagues.

14-16

### Marketing Specialist

QIWI - Bucharest, Romania

- Develop and implement the marketing and communication strategy based on business strategy of the company
- Analyze market profile and identify the most appropriate channels to promote the company and its services
- Create visuals for the marketing campaigns
- Perform market research, analyze and report data obtained
- Propose actions for stimulating sales promotion
- Analyze results of promotional campaigns
- Update, develop and optimize the company's website
- Manage the company's social media accounts and online advertising campaigns
- Initiate and maintain relationships with the providers (production of promotional materials, etc.)

13-14

### Graphic Designer

Abcos - Quito, Ecuador

- Responsible for creating design solutions that have a high visual impact.
- Designing a variety of products such as brochures, posters, displays and corporate communications.
- Keeping up to date the website and the social media channels.

9-10

### Graphic Designer Assistant

Namorada - Brasov, Romania



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## EDUCATION

11-13 Master of Advertising and Communication in English  
National School of Political and Administrative Sciences  
Faculty of Communication and Public Relations  
Bucharest, Romania

08-11 Diploma in Marketing  
Transilvania University of Brasov  
Faculty of Economics and Business Administration  
Brasov, Romania

### Courses & Certificates

16 Course Project Management Advanced  
Course Events Management

12 Accredited Certificate in Photographic Technique  
Accredited Certificate in Graphic Design

10-11 Socrates-Erasmus scholarship  
in Barcelona, Spain

## SKILLS

ILLUSTRATOR	●●●●●	ENGLISH	●●●●●
PHOTOSHOP	●●●●●	SPANISH	●●●●●
INDESIGN	●●●●○	ROMANIAN	●●●●●
PREMIERE PRO	●●●○○		
FINAL CUT	●●●○○		

### Other skills and abilities:

Effective communication skills

Solid planning/organizational skills

Enthusiasm and commitment

## VOLUNTEERING

13 Youth in Action Projects - Turkey

8-9 AIESEC, Communication Department

## HOBBIES

Photography, traveling, hand crafts and snowboarding.