

## Contact

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www.linkedin.com/in/madalina-burduja (LinkedIn)

## Top Skills

Marketing

Social Media

Public Relations

## Languages

English (Professional Working)

Spanish (Elementary)

## Certifications

Google Ads Video Certification

EFSET EXPRESS High Proficiency (CEFR C1/C2)

Google Ads Display Certification

# Madalina Burduja

Digital Media Planner at Initiative Romania  
Romania

## Summary

Dedicated individual with a lot of initiative, always willing to win and to explore new ideas.

Huge fan of the TV Show Friends and a hike and travelling enthusiastic.

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## Experience

Initiative Romania  
Digital Media Planner  
May 2018 - Present  
Bucharest, Romania

Responsibilities:

- Google Search, Gogole Display Network and Youtube Ads campaign creation & optimization.
- Facebook Ads and LinkedIn campaign creation & optimization.
- Preparing and supporting media strategies, budgeting and reporting for various clients.
- Maintain close relationships with existing clients
- Maintain a good relationship and work closely with premium display suppliers, for new projects and partnerships

Photobook Worldwide  
Digital Marketing Executive  
August 2016 - March 2018 (1 year 8 months)  
Kuala Lumpur, Malaysia

From August 2016 until March 2018 I worked as a Digital Marketing Executive and my responsibilities were:

- Creating, planning and managing Facebook Ads campaigns on a daily basis. I was running ads in 10 different countries, ads that had as goals conversions and mobile app installs.
- Testing and analyzing daily which campaign works better based on the reports. Testing between different targeting, price vs discount, landing pages, carousel vs banners, etc.
- Optimization ads daily, and creating strategies for the next campaigns.

- Working closely with our partners for dynamic ads display, improving the results (CPA and the Conversions), keeping the platform updated all the time with the new campaigns.

## Photobook Worldwide

### Marketing Executive

March 2016 - July 2016 (5 months)

Shah Alam, Malaysia

From March 2016 till August 2016 I worked in Marketing Campaigns and my responsibilities were:

- Planning and creating themed campaigns each week (twice per week, including ad-hocs) and managing its execution on time.
- Establishing pricing for ad-hoc campaigns and choosing the right products, providing reports and calculations regarding the revenue.
- Creating deals, csv's (updating the site), tnc's, checking emailers, landing pages, banners and thumbnails.
- Working across departments (Creatives, Website, IT, Responsys) to provide directives and input to ensure successful launch of the campaigns.
- Analyzing campaigns and choosing the products that should be displayed in the emailer, where should be displayed and the price/discount.

## IBM

### STG Sales Enablement World Wide

July 2014 - February 2016 (1 year 8 months)

Bucharest, Romania

Responsibilities:

- The role requires a strong understanding of the demand generation campaign planning process and assists the country team with tactic execution.
- I ensure all deadlines are met for on-time in-market delivery of campaigns.
- Ensure all planning information is complete to enable tracking of results.
- Review campaign results and recommends adjustments. Adhere to the marketing process, business controls and demonstrates proper application of the marketing tools.

## Impact Hub Bucharest

### Marketing Intern

May 2014 - July 2014 (3 months)

Bucharest, Romania

Responsibilities:

- Research potential clients, contacting potential clients, updating the database
- Creating articles, newsletters in MailChimp and wallpapers for the events
- Helping with the organization of the events and also helping the new members to accommodate with the environment.

## AEGEE Bucuresti

### Public Relations Assistant

May 2013 - November 2013 (7 months)

Bucharest, Romania

- Maintaining relations with suppliers
- Maintaining a good communication between departments
- Developed promotional posters
- Creating newsletters and promoting events.

My responsibilities within the intern project "Who am I?" were:

- Recruitment of project participants
- Promoting the project within the organization AEGEE
- Development of the activities and then to ensure the proper conduct of their

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## Education

### Snspace

Bachelor's Degree, Project Management · (2013 - 2015)

### Academia de Studii Economice din București

Bachelor's Degree, Marketing · (2010 - 2013)