



Social Media **PORTFOLIO**

BY ANA POPOVICI CRUCEANU





welcome to

MY SOCIAL MEDIA PRESENTATION

This presentation highlights some of my most successful social media campaigns.

It includes collaborations with small businesses, large businesses and influencers.

My work consists of strategizing, planning, creating content, analyzing and presenting results.

Table of **CONTENT**

ABOUT ME

PORTFOLIO

CONTACT

SOCIAL MEDIA EXPERT

introduce **ABOUT ME**

I've been living in the Chicago North West Suburbs for over 15 years.

I enjoy helping brands succeed and get closer to their customers in a humane way.

I am passionate about social media because it brings me closer to people.



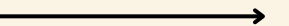
**ANA
POPOVICI
CRUCEANU**



ANA POPOVICI CRUCEANU

personal SKILLS

I specialize in Digital Marketing with a focus in Social Media



EDUCATION BACKGROUND



ANA POPOVICI CRUCEANU

work

EXPERIENCE

Kaplin Orthodontics

Thometz and Uhland Orthodontics

Dakota Auto

On The Beaton Bath

Bruli International

Wrightfully Fit

Accelerate, a HIMSS Company

Metra

Hyundai

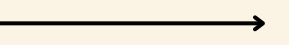
FunkAway

McDonald's



The image shows a person's hands holding a tablet. The tablet screen displays a futuristic, high-tech digital interface. In the center, the words "WORK EXPERIENCE" are prominently displayed in a large, white, sans-serif font. Surrounding this central text are various data visualizations and UI elements: a line graph on the left, a bar chart on the right, a globe icon in the top right corner, and several circular progress indicators or gauges. The interface has a dark, almost black background with white and light gray elements, giving it a sleek, modern appearance. The entire scene is framed by a thick yellow border.

- **DIGITAL MARKETING**
- **SOCIAL MEDIA**



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project
PORTFOLIO

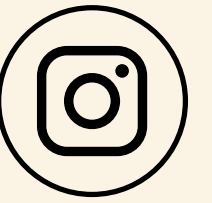
INFLUENCERS

ORGANIC SOCIAL

PAID SOCIAL

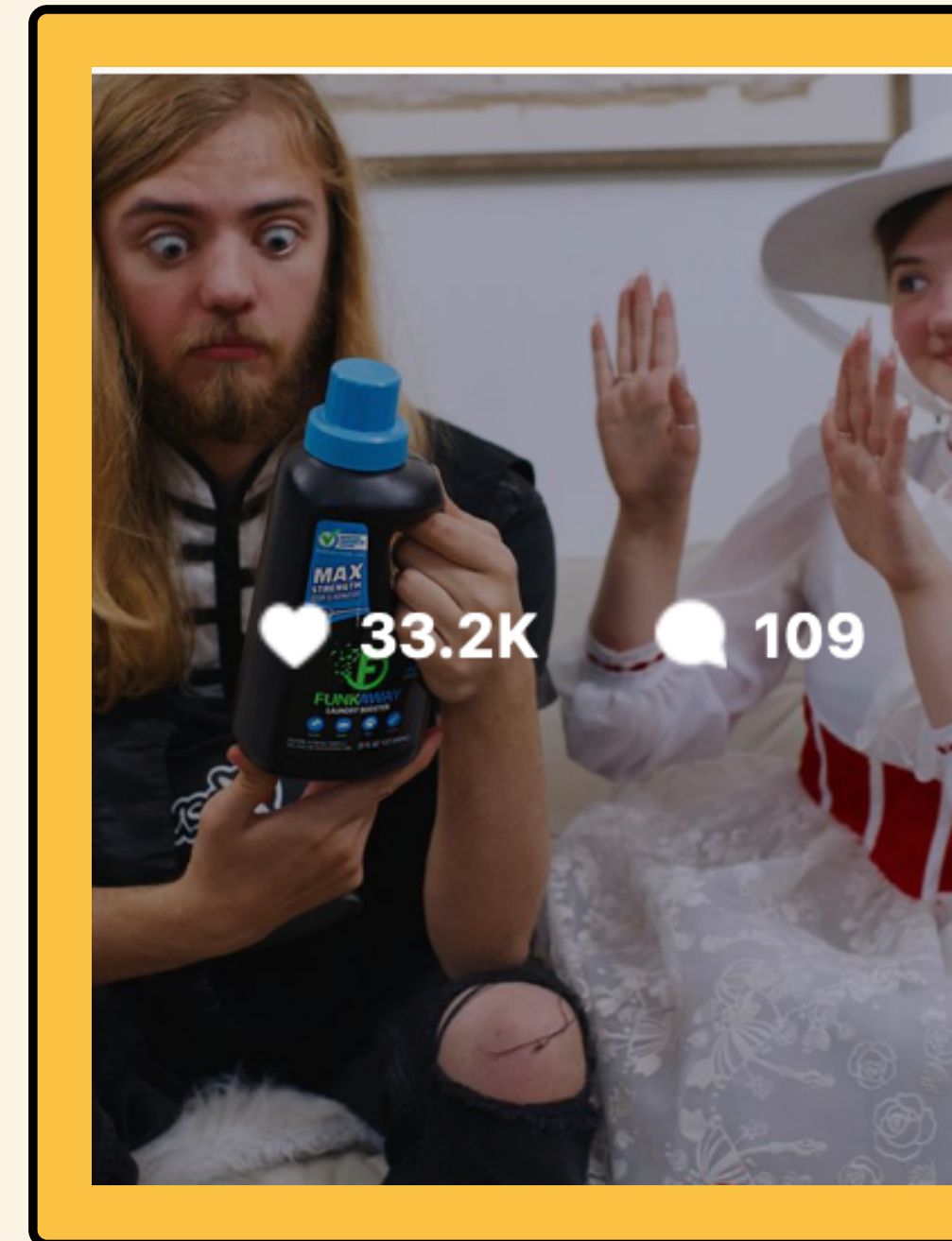
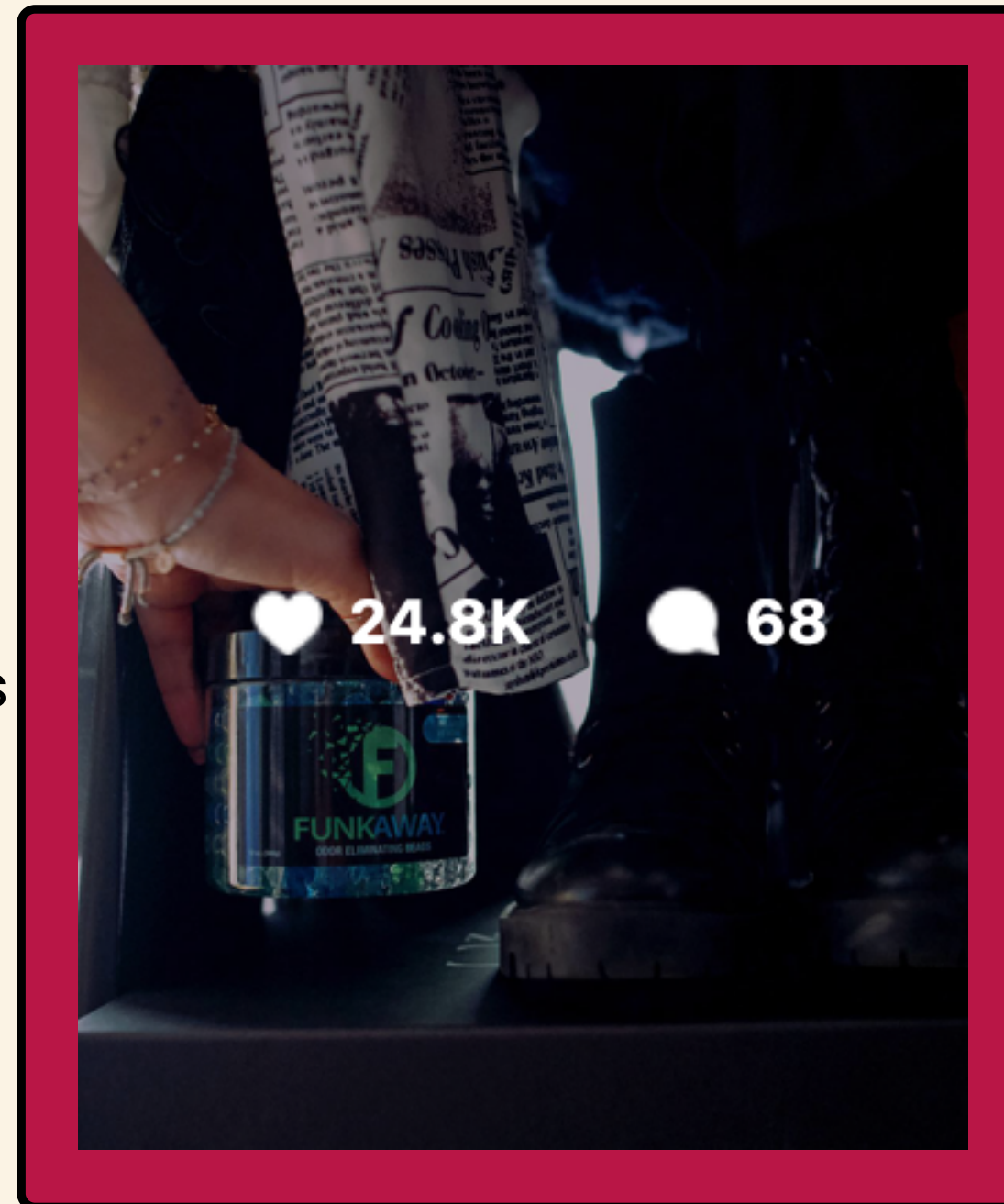


ANA POPOVICI CRUCEANU



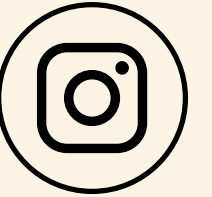
INFLUENCERS PARTNERSHIPS

- Brand: FunkAway
- Influencer: @olyahill – Macro – 600K IG followers
- Goal: Increase ER on IG
- Target Audience: Moms of teens
- Result – 6% ER – exceeded the goal



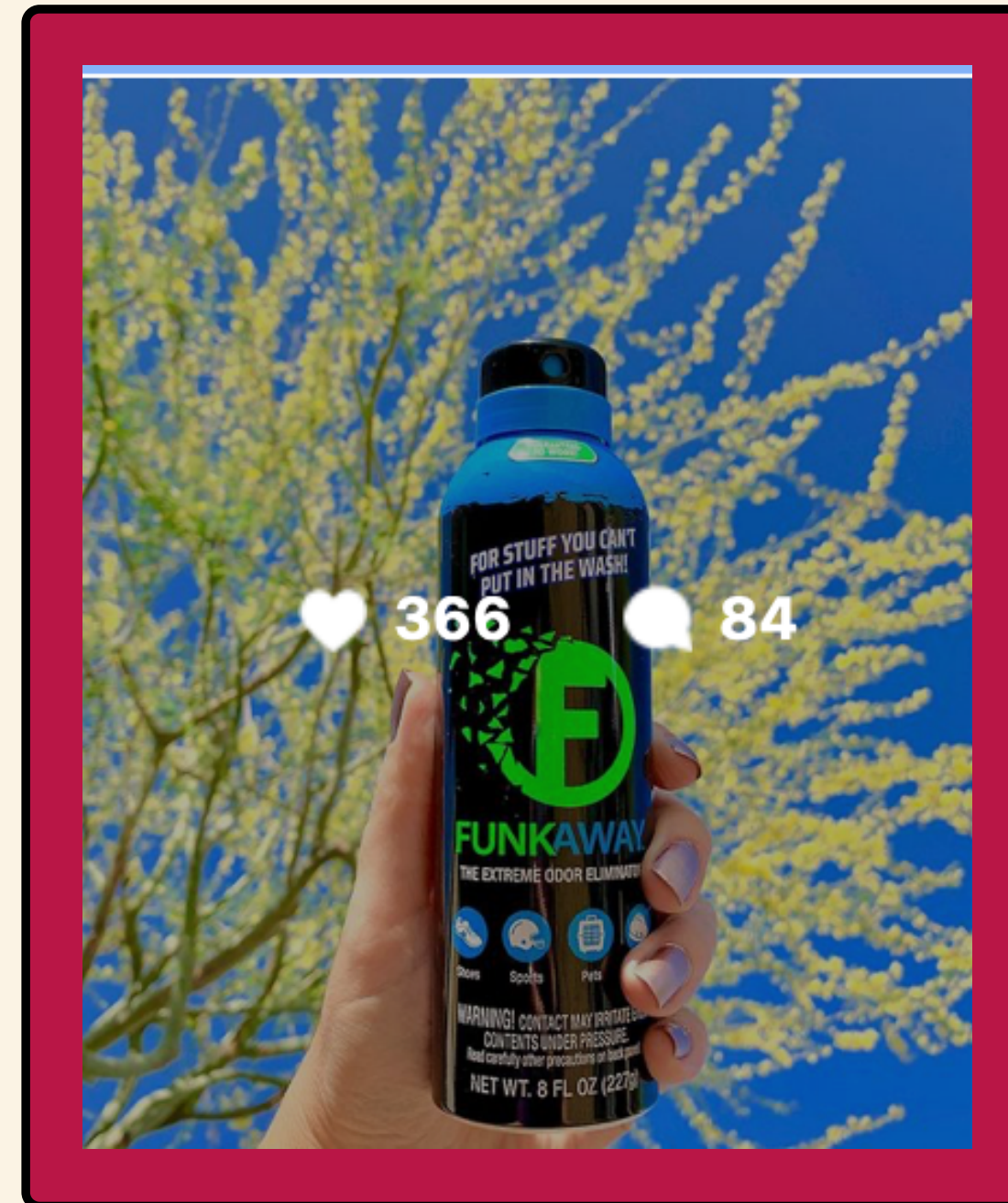
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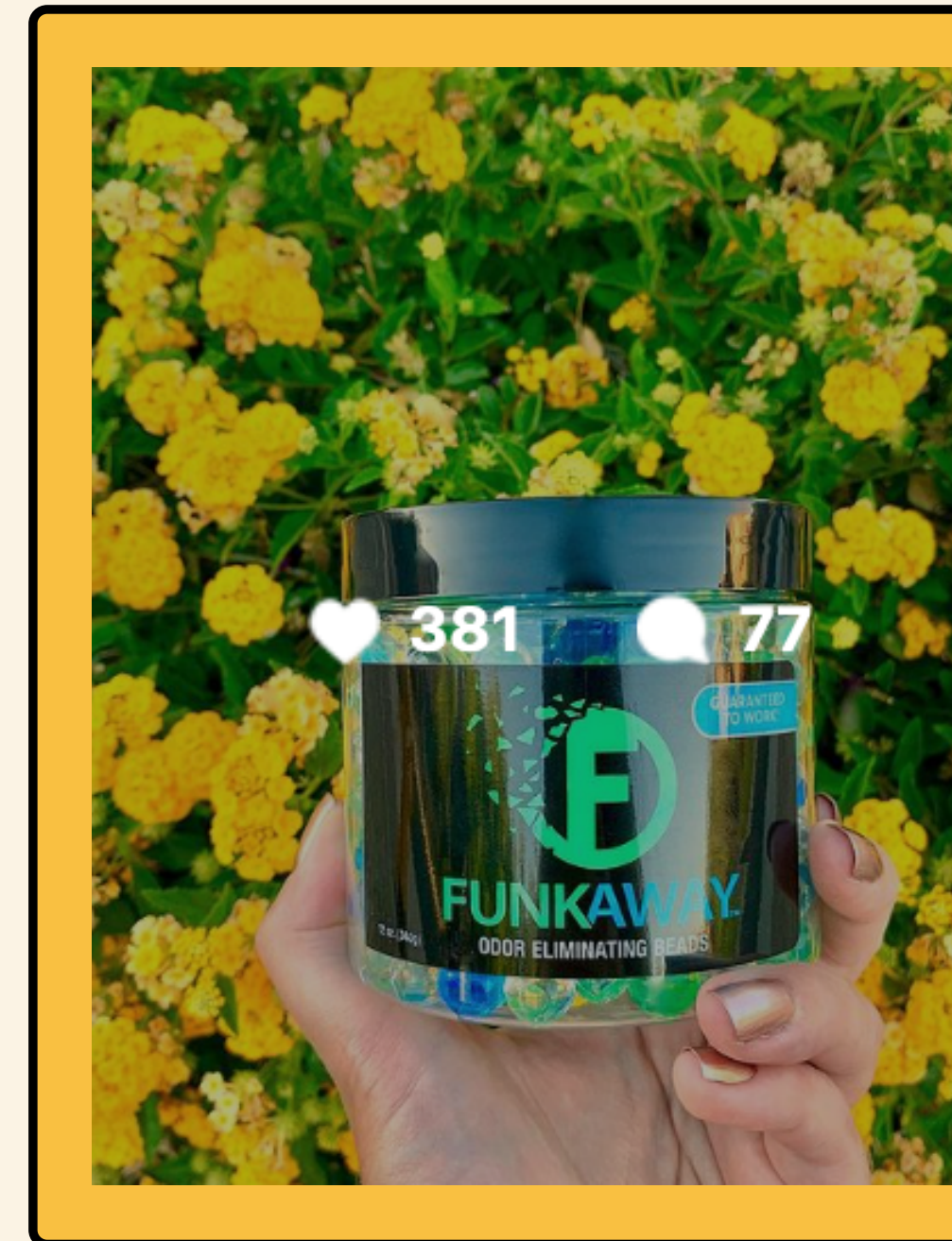


INFLUENCERS PARTNERSHIPS

- Brand: FunkAway
- Influencer: @thefrugalgirls – Micro – 40K IG followers
- Goal: Increase sales on Amazon
- Objective: Increase ER on IG
- Target Audience: Cleaners
- Result – Reach: 5K | ER: 1%



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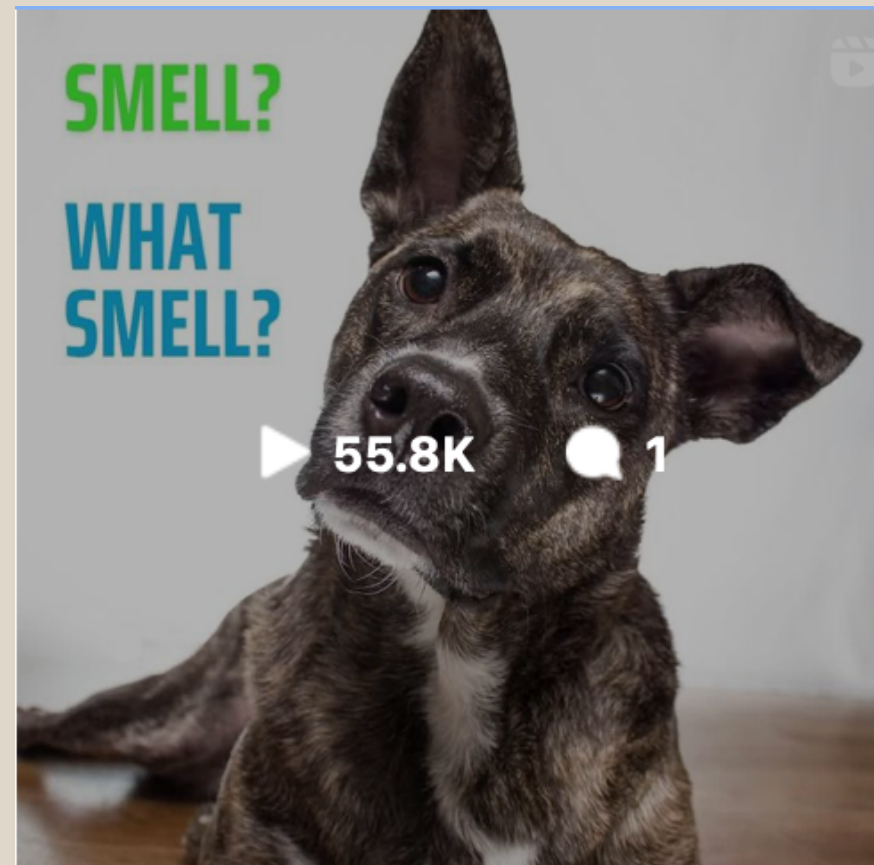
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FUNKAWAY - ORGANIC/PAID



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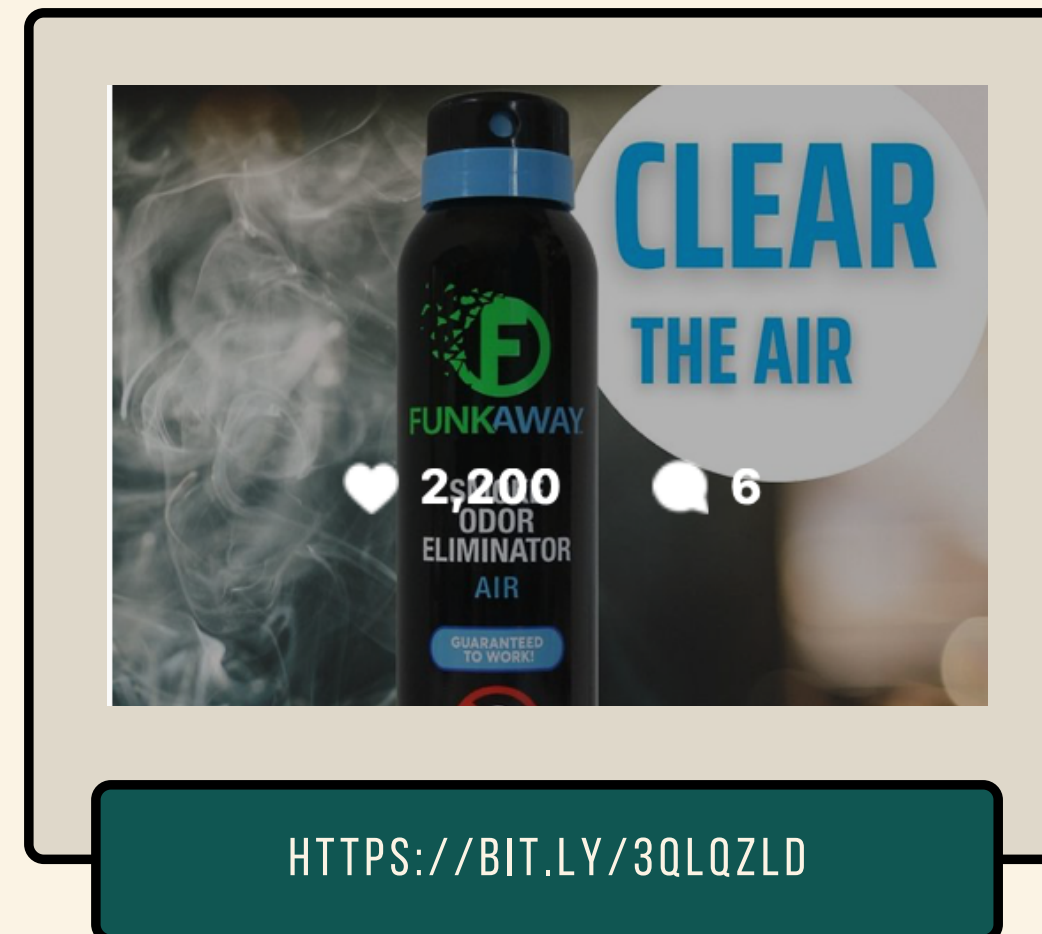
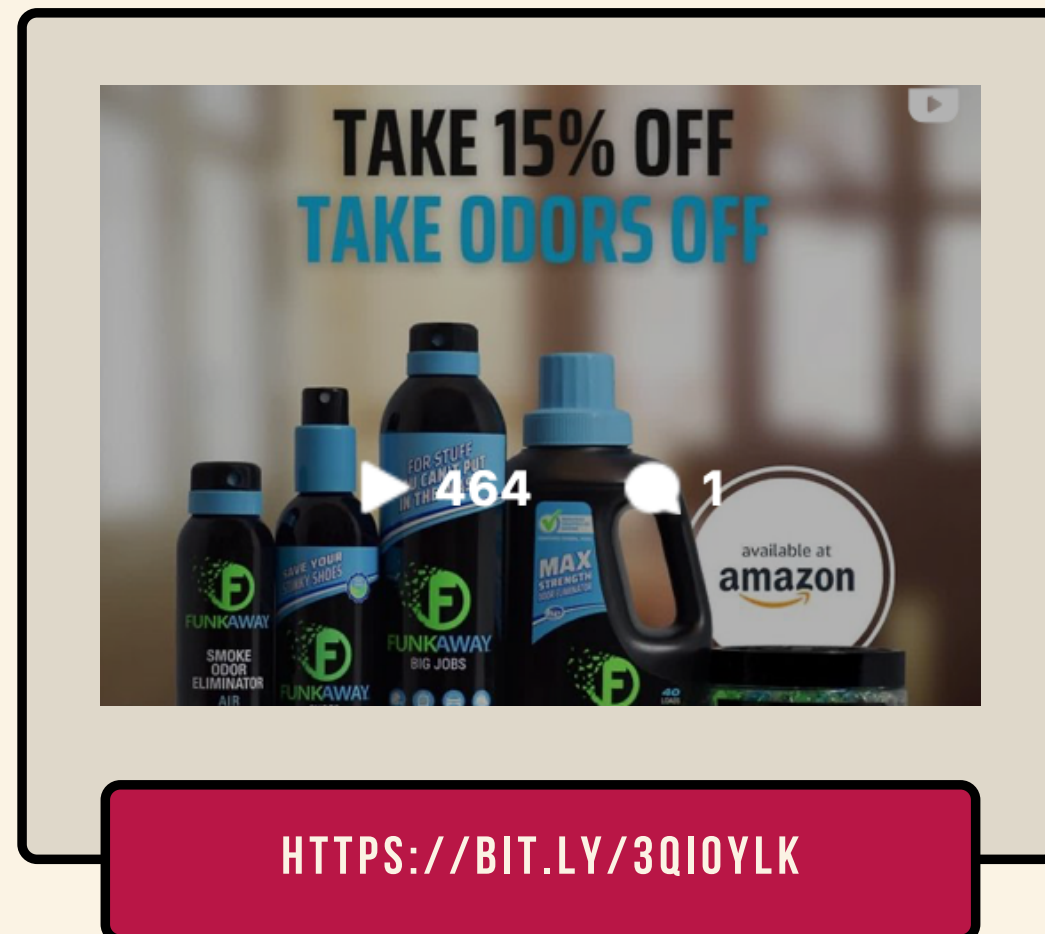


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- Client: FunkAway
- Goal: Increase Amazon Sales
- Objective: Increase Engagement, Traffic and Conversions



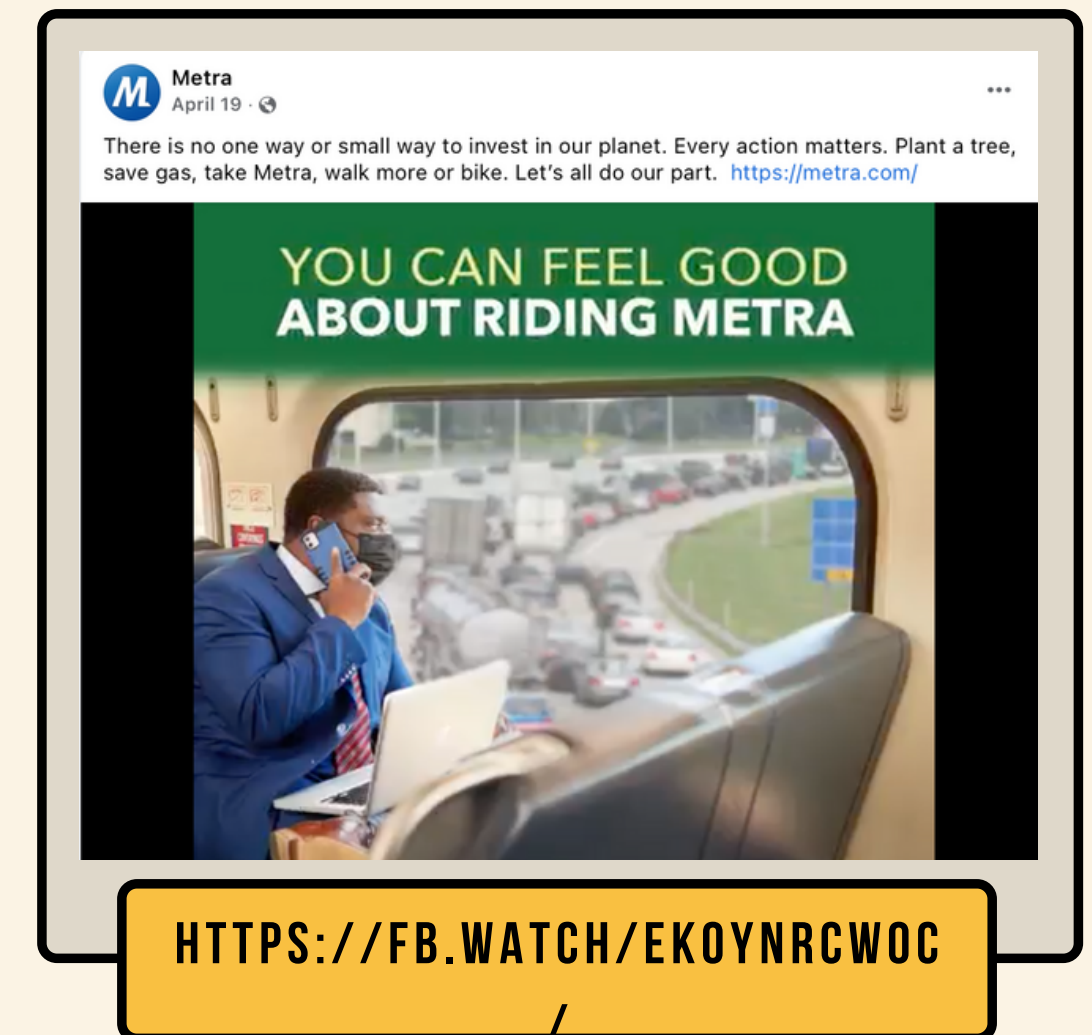
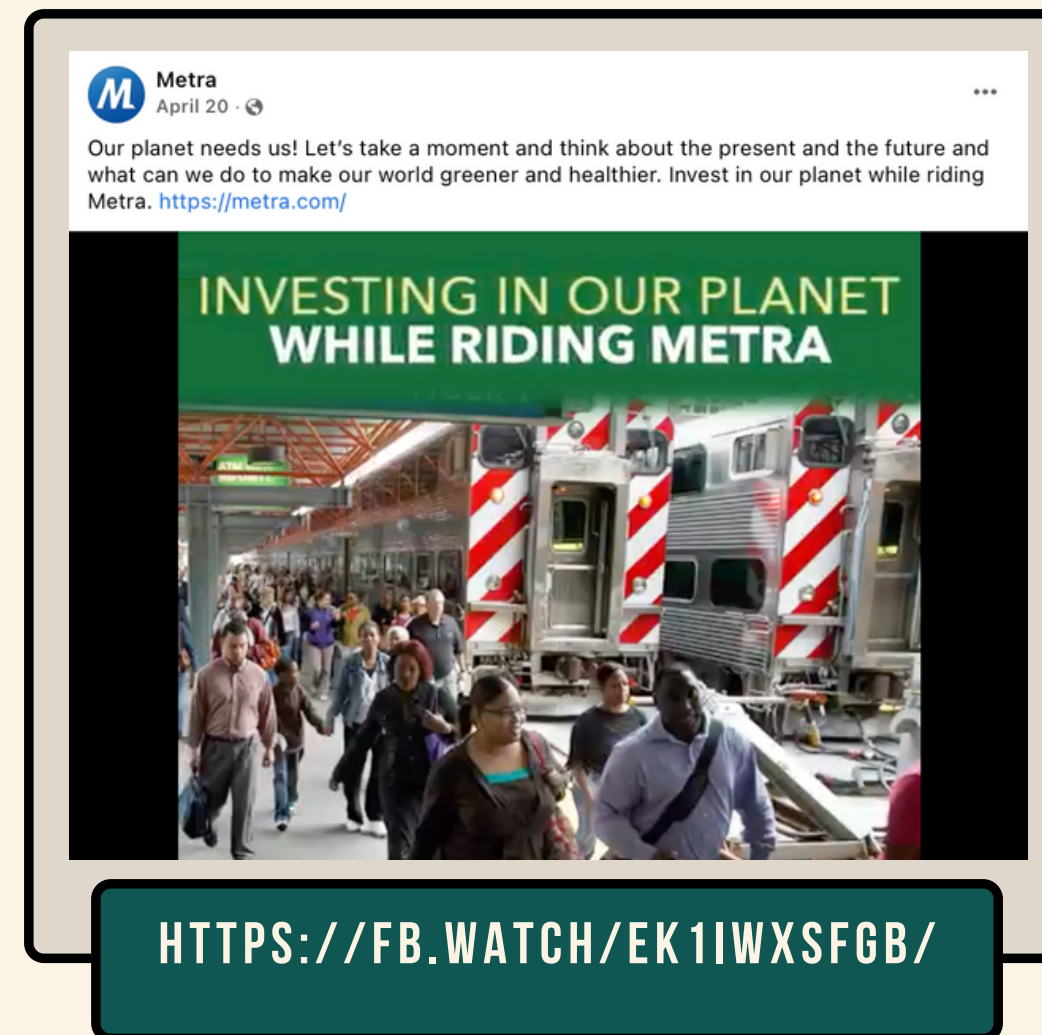
FUNKAWAY - ORGANIC/PAID



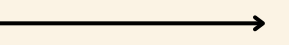
- Client: FunkAway
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- Objective: Increase Engagement, Traffic and Conversions



METRA - "EART DAY" CAMPAIGN

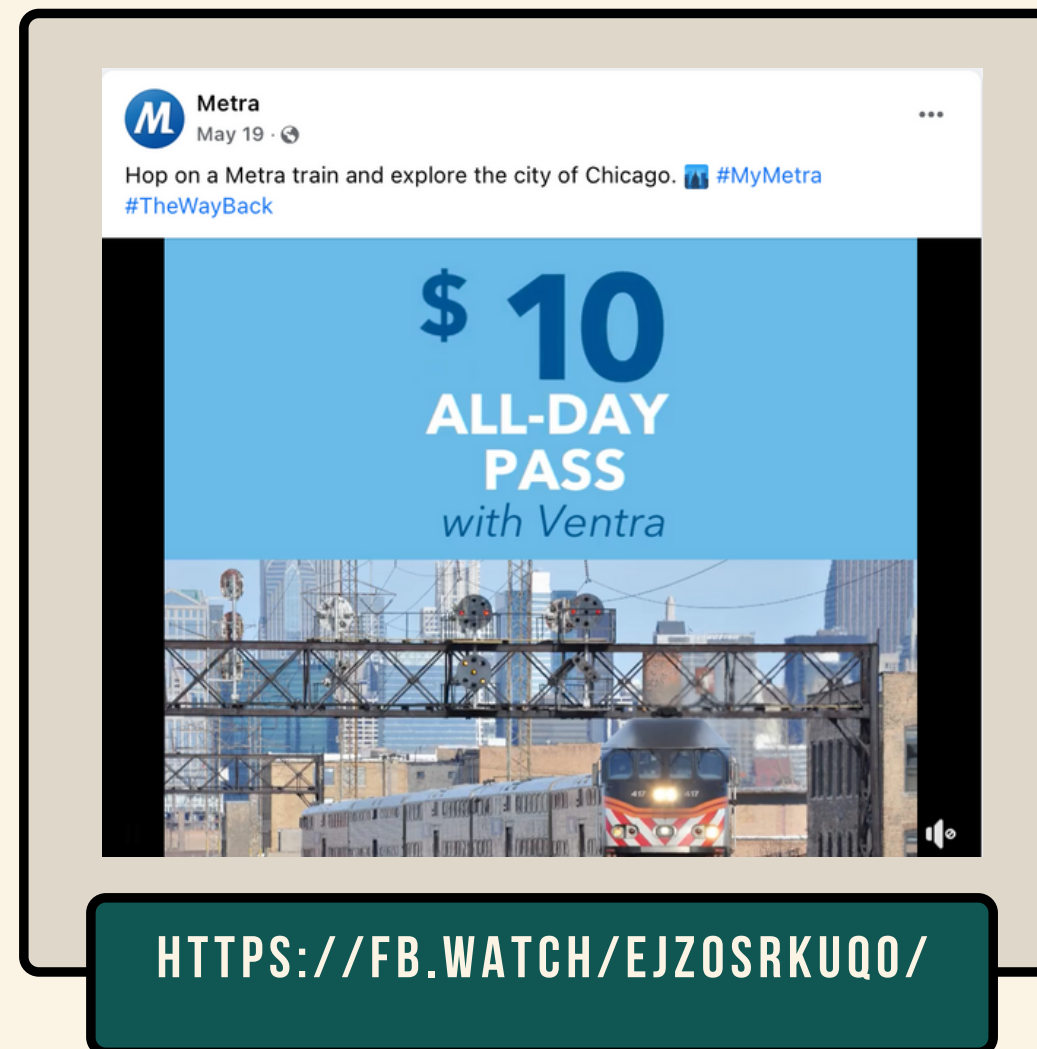
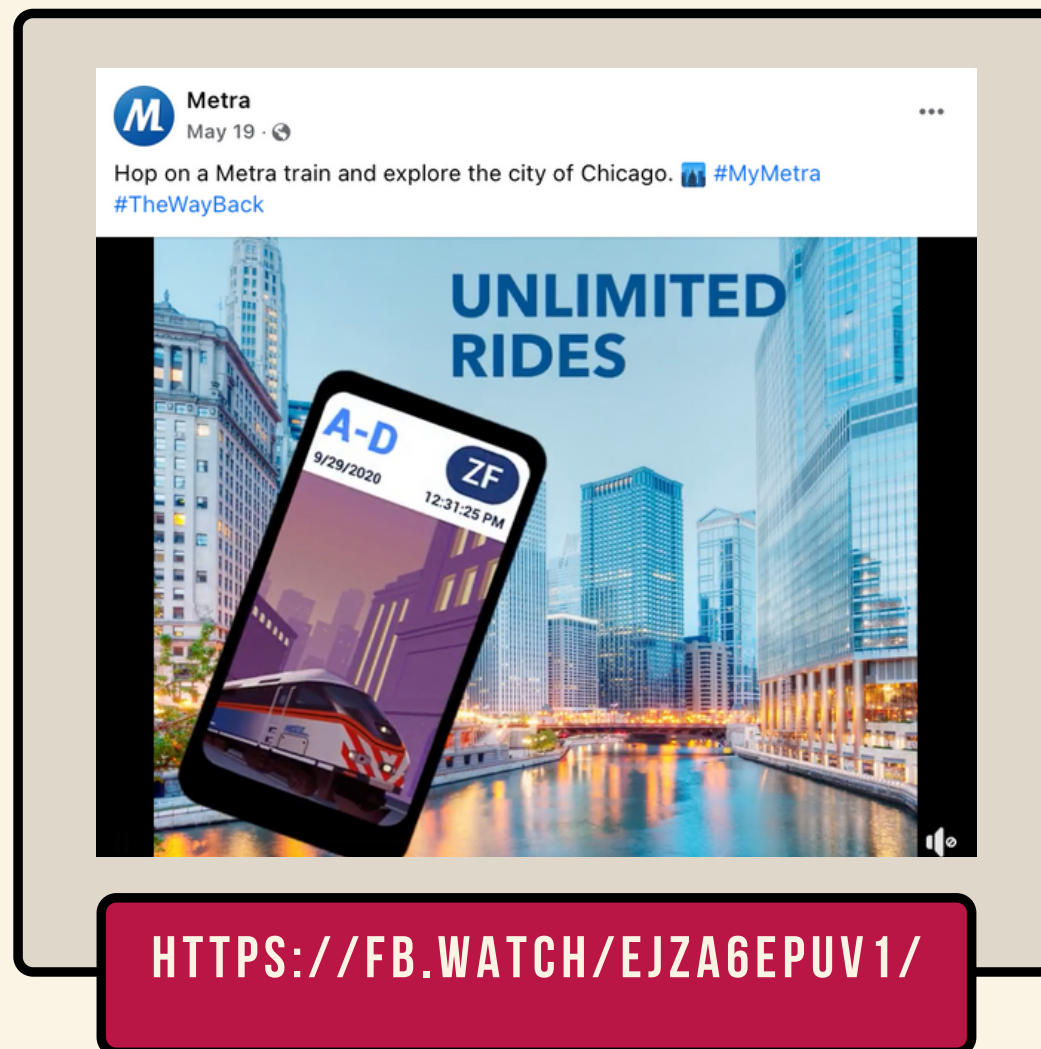


- Client: Metra
- Goal: Be a part of the community. Align with other marketing initiatives
- Objective: Increase Awareness





METRA "THE WAY BACK" CAMPAIGN

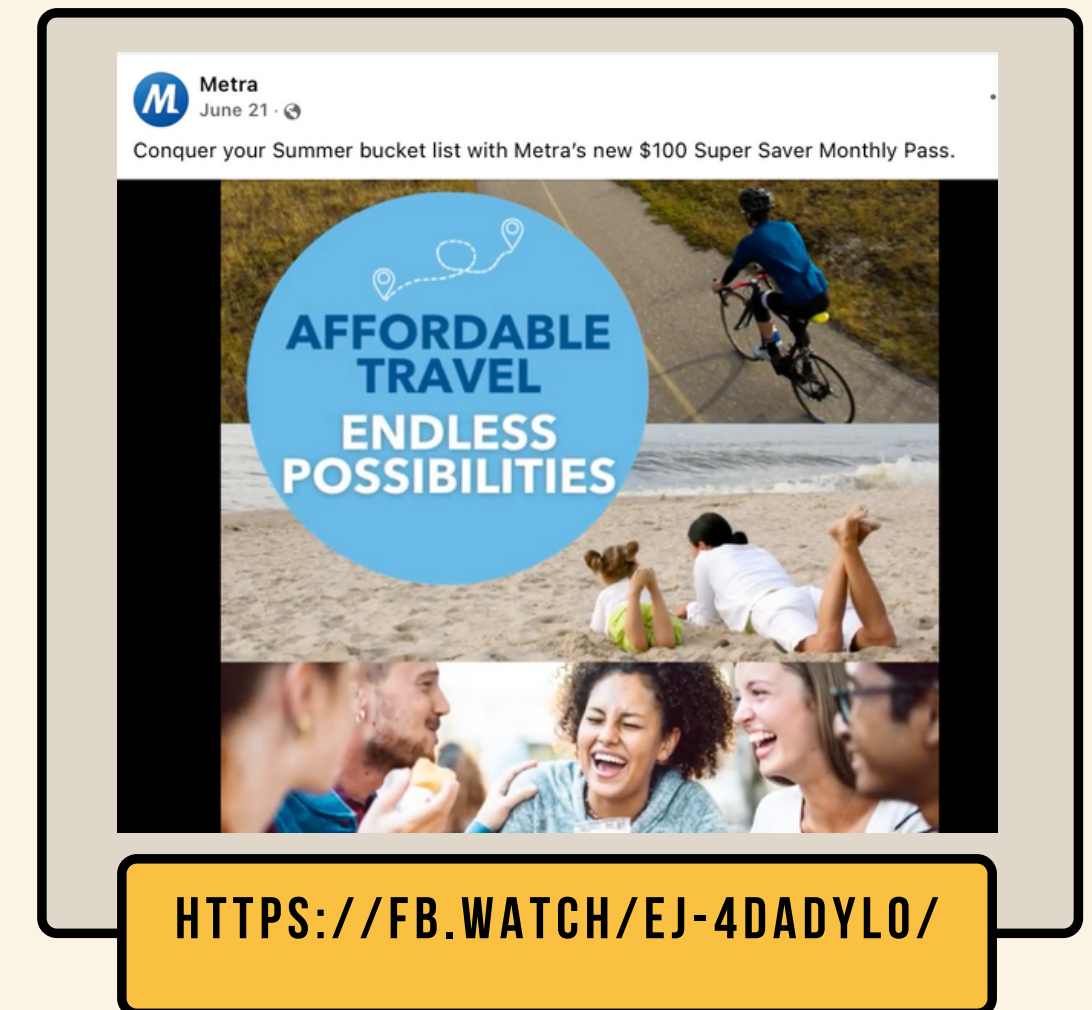
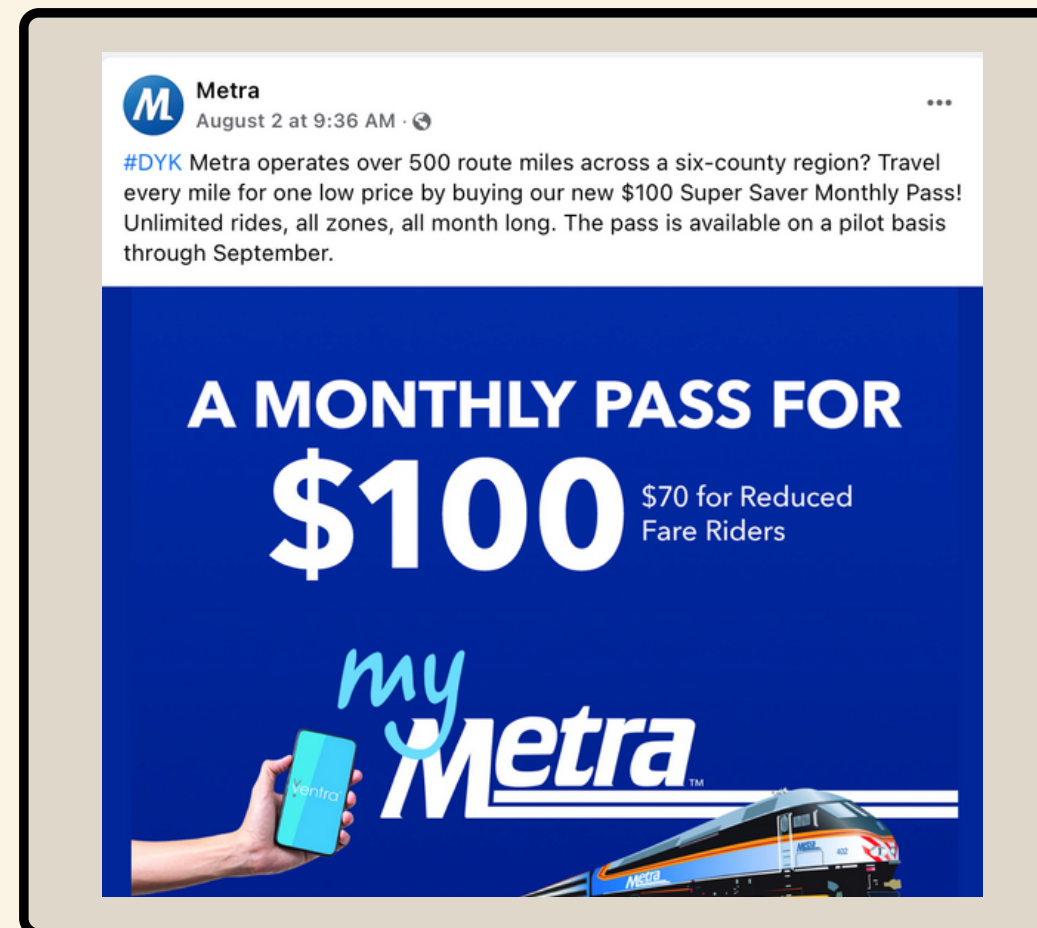


- Client: Metra
- Goal: Align with the return to the office movement
- Objective: Increase Awareness

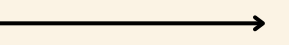




METRA "SUPER SAVER" CAMPAIGN

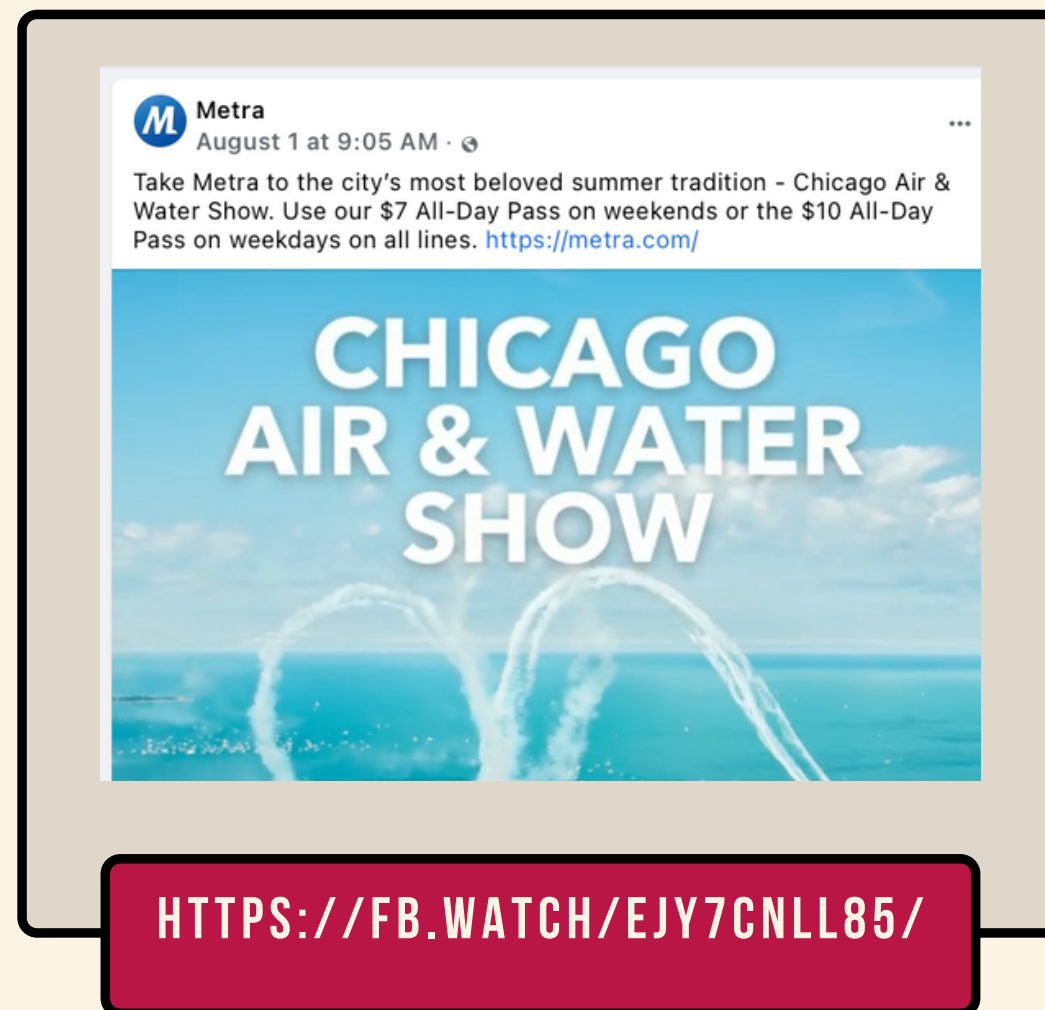


- Client: Metra
- Goal: Super Saver – deal
- Objective: Increase Awareness





METRA "EVENTS" CAMPAIGN



- Client: Metra
- Goal: Promote Local Events
- Objective: Increase Awareness





METRA "HYDE PARK FEST" CAMPAIGN



[HTTPS://FB.WATCH/EJYWP76BK-/](https://fb.watch/EJYWP76BK-/)



[HTTPS://FB.WATCH/EJY-F7V6LY/](https://fb.watch/EJY-F7V6LY/)



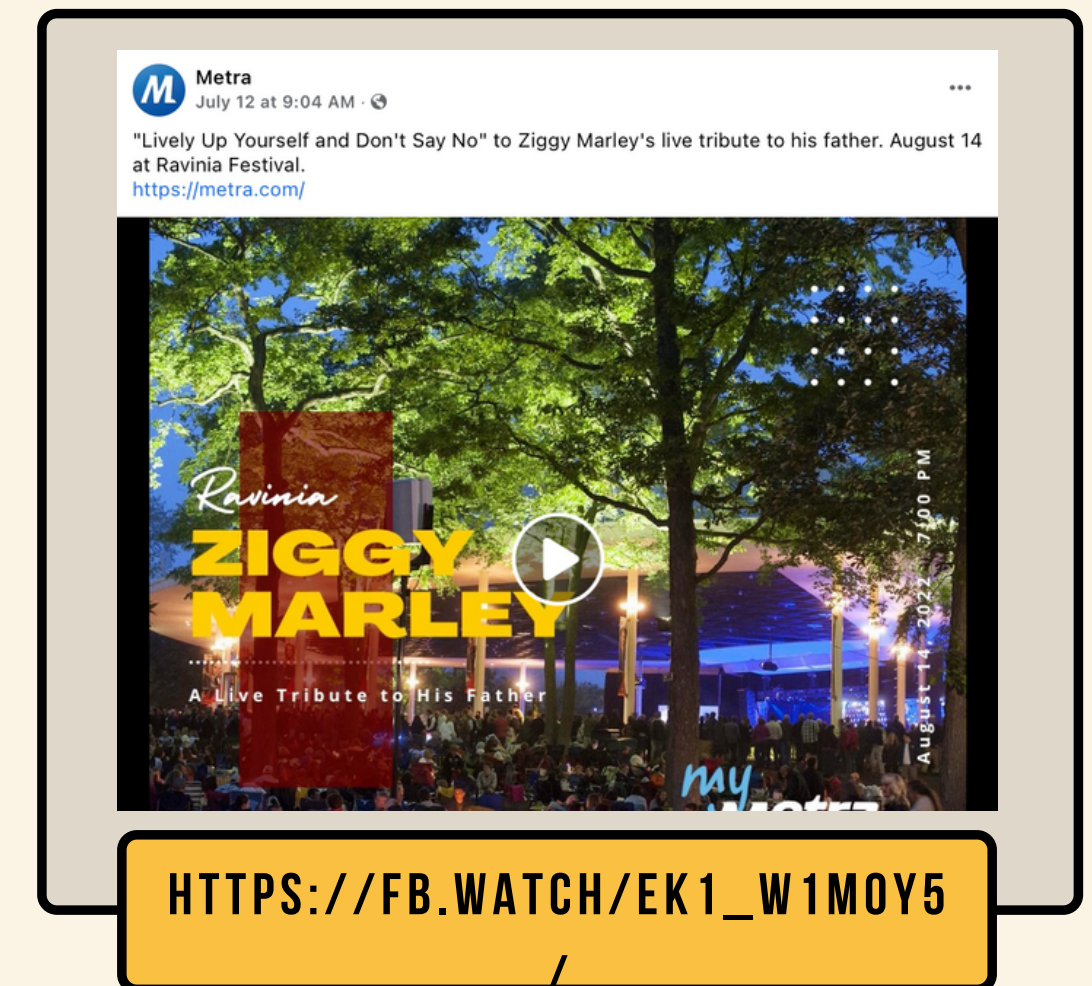
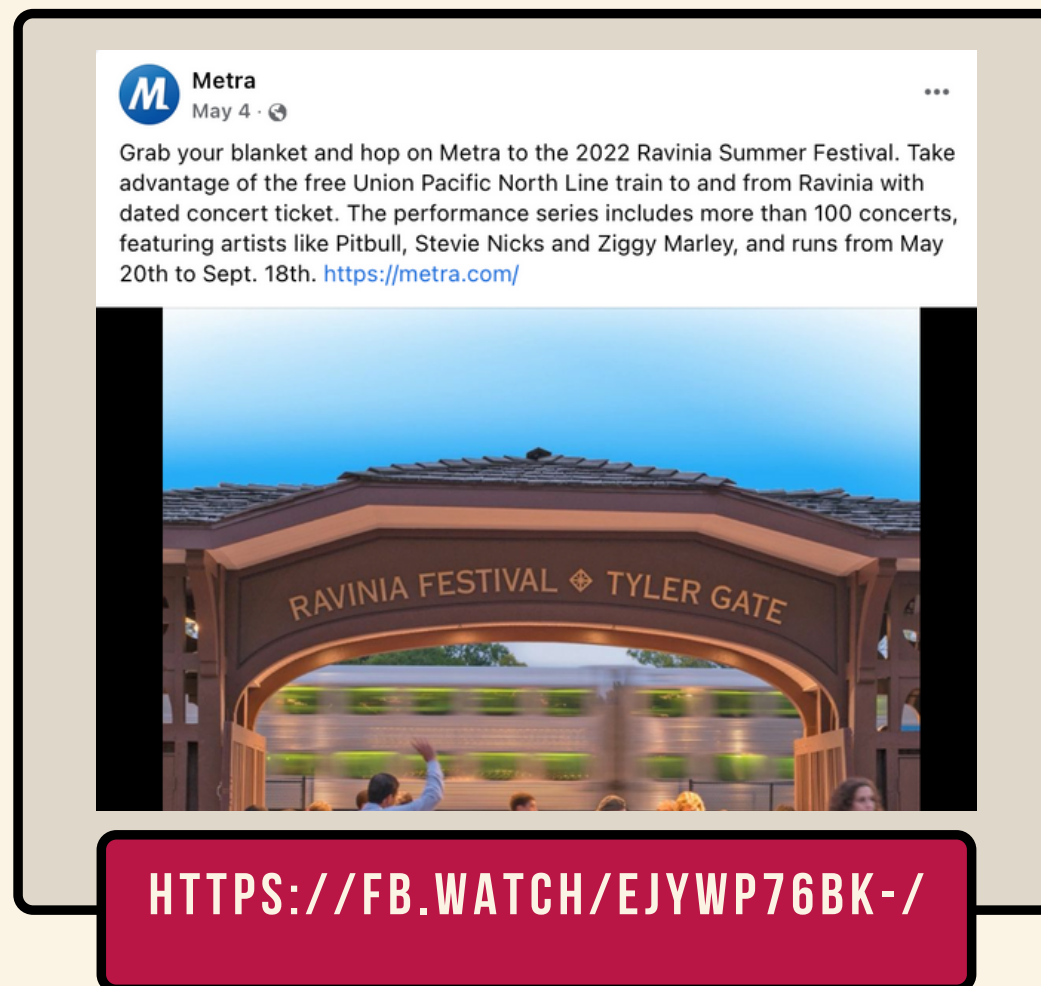
XX

- Client: Metra
- Goal: Align with local events – remind riders about the Metra option
- Objective: Increase Awareness

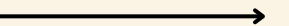




METRA "RAVINIA" CAMPAIGN



- Client: Metra
- Goal: Announce Metra and Ravinia partnership – free rides
- Objective: Increase Awareness





HYUNDAI CAMPAIGN

Hyundai Material Handling
2,611 followers
1mo • 🌐

Hyundai is proud to join with the material handling industry in celebrating [#NationalForkliftSafetyDay](#). At Hyundai, our first priority is always the safe ...see more



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Hyundai Material Handling
2,611 followers
2mo • 🌐

Hyundai Material Handling is proud to be a sponsor of the Jimmy Rane Foundation.
Learn more about the Foundation and its sc ...see more



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Hyundai Material Handling
2,611 followers
3mo • 🌐

We just started working with [OneCharge Lithium Forklift Batteries](#), testing Lithium-Ion solutions for Hyundai Forklifts. ...see more



[HTTPS://BIT.LY/3JWUF8C](https://bit.ly/3JWUF8C)

- Client: Hyundai
- Goal: Improve social presence
- Objective: Increase Awareness

CONVERSIONS - APP LAUNCH



ACCELERATE CAMPAIGN

Accelerate, HIMSS Solution
632 followers
10mo • 🌐

Whatever guidance and insights you're seeking, Accelerate enables instant, secure and private collaboration between health system and h ...see more

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Accelerate, HIMSS Solution
632 followers
11mo • 🌐

Why join Accelerate?
Launched by HIMSS, Accelerate gives you mobile-friendly, one-stop access to: ...see more

connect.
engage.
accelerate.

Access the global healthcare community.

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Accelerate, HIMSS Solution
632 followers
10mo • 🌐

Seek detailed learning pathways, hiring trends, and targeted internal communication and announcements.

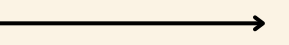
youraccelerate.com

#YourAccelerate #HealthWorkForce #DigitalHealth #HealthHR #HR

Manage employee's professional development, credentials, and organizational recruiting

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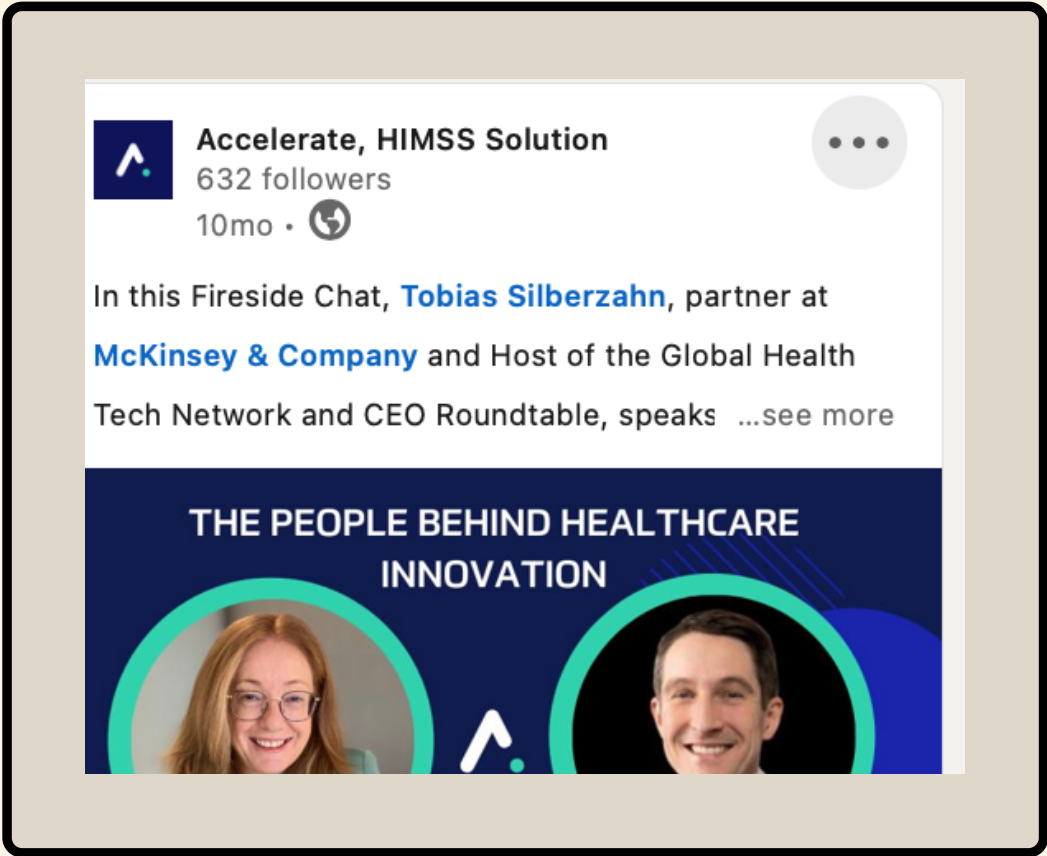
- Client: Accelerate – A HIMMS Company
- Goal: Increase Awareness, Consideration and Conversions of the Accelerate APP
- Objective: App Downloads | CE Sign Up
- Target Audience: Medical Professionals



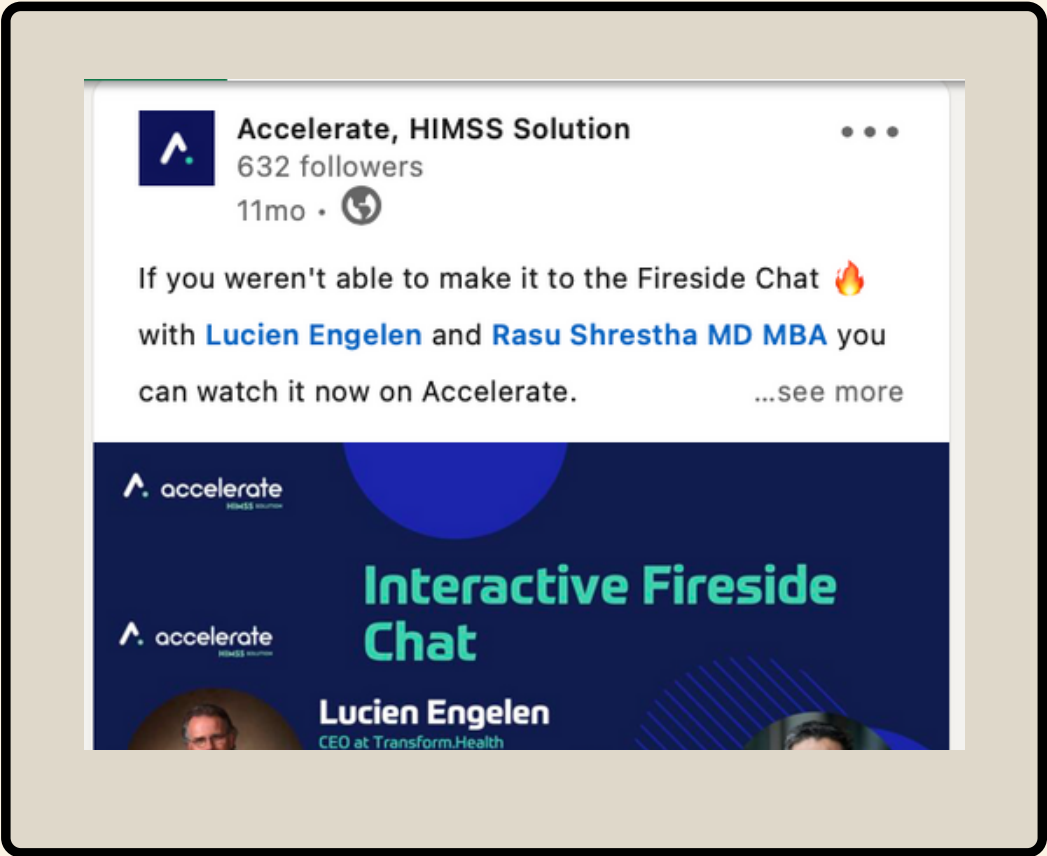
AWARENESS - CONVERSIONS - APP DOWNLOADS; CONTINUE EDUCATION SIGN UPS, WEBINAR REGISTRATIONS



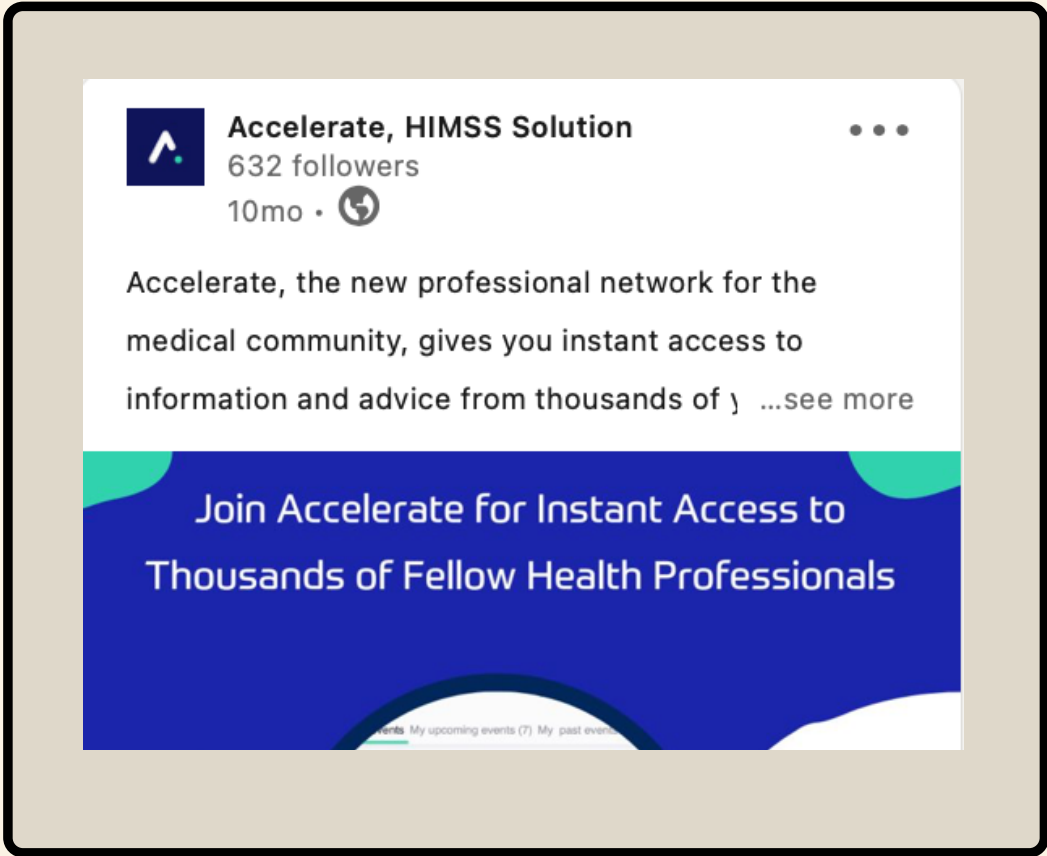
ACCELERATE CAMPAIGN



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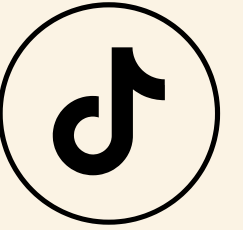


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- Client: Accelerate – A HIMMS Company
- Goal: Increase Awareness, Consideration and Conversions of the Accelerate APP
- Objective: App Downloads | CE Sign Up
- Target Audience: Medical Professionals

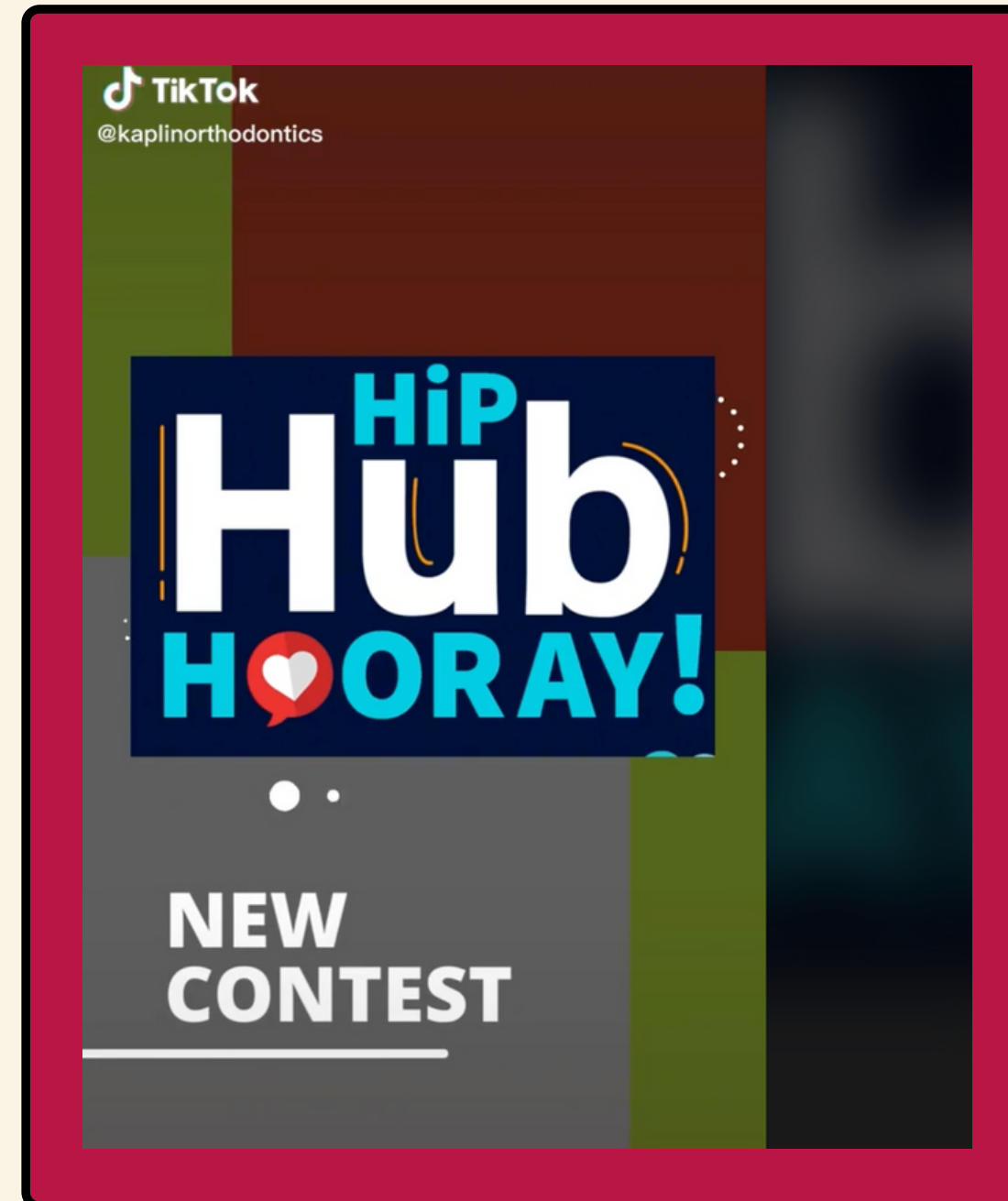


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KAPLIN ORTHODONTICS

- Brand: Kaplin Orthodontics
- Goal: Increase Loyalty
- Objective: Increase traffic to the contest
- Target Audience: teens – active patients

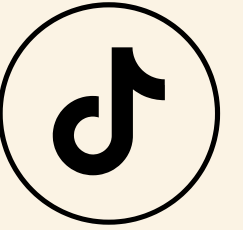


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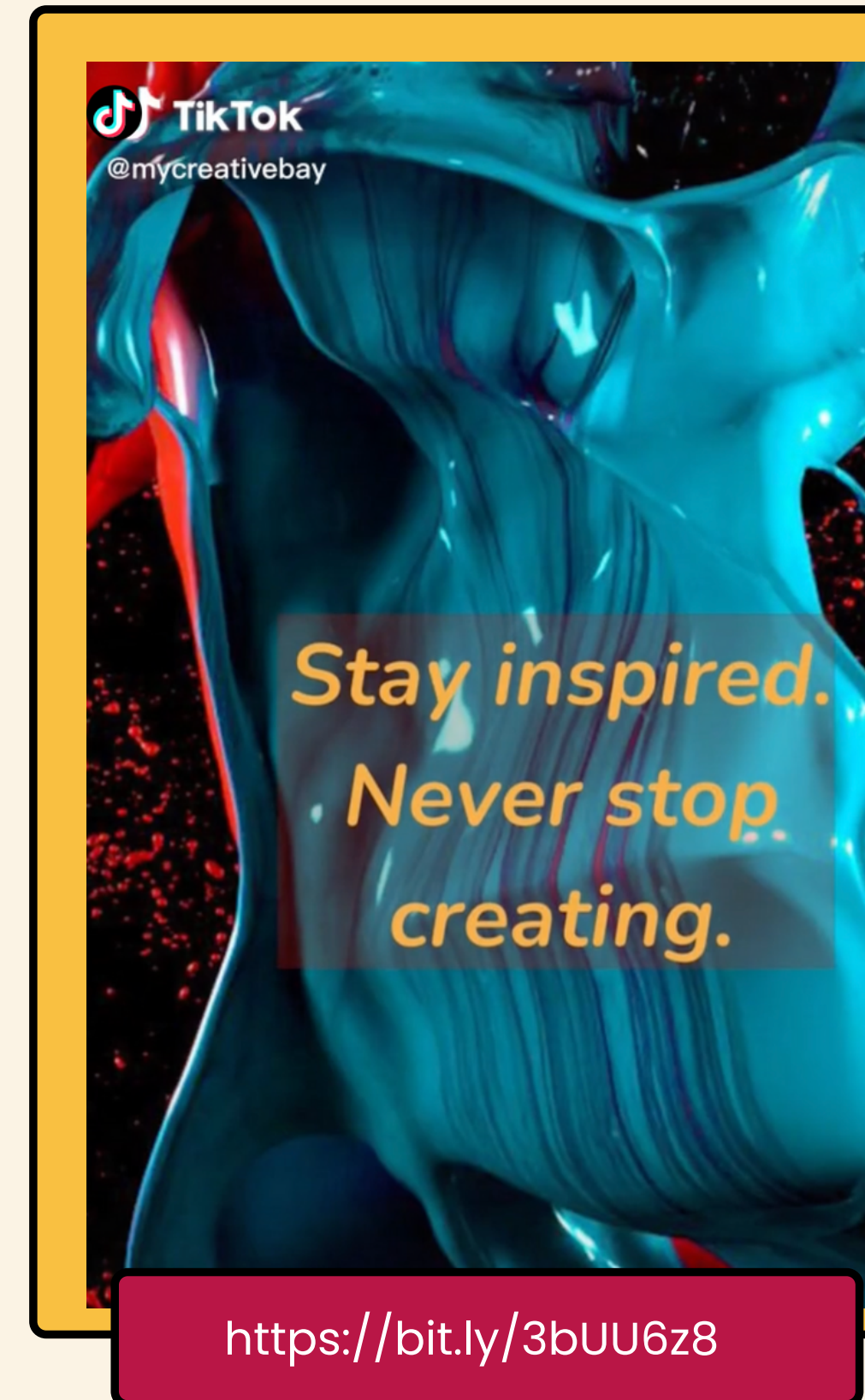
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CREATIVE BAY

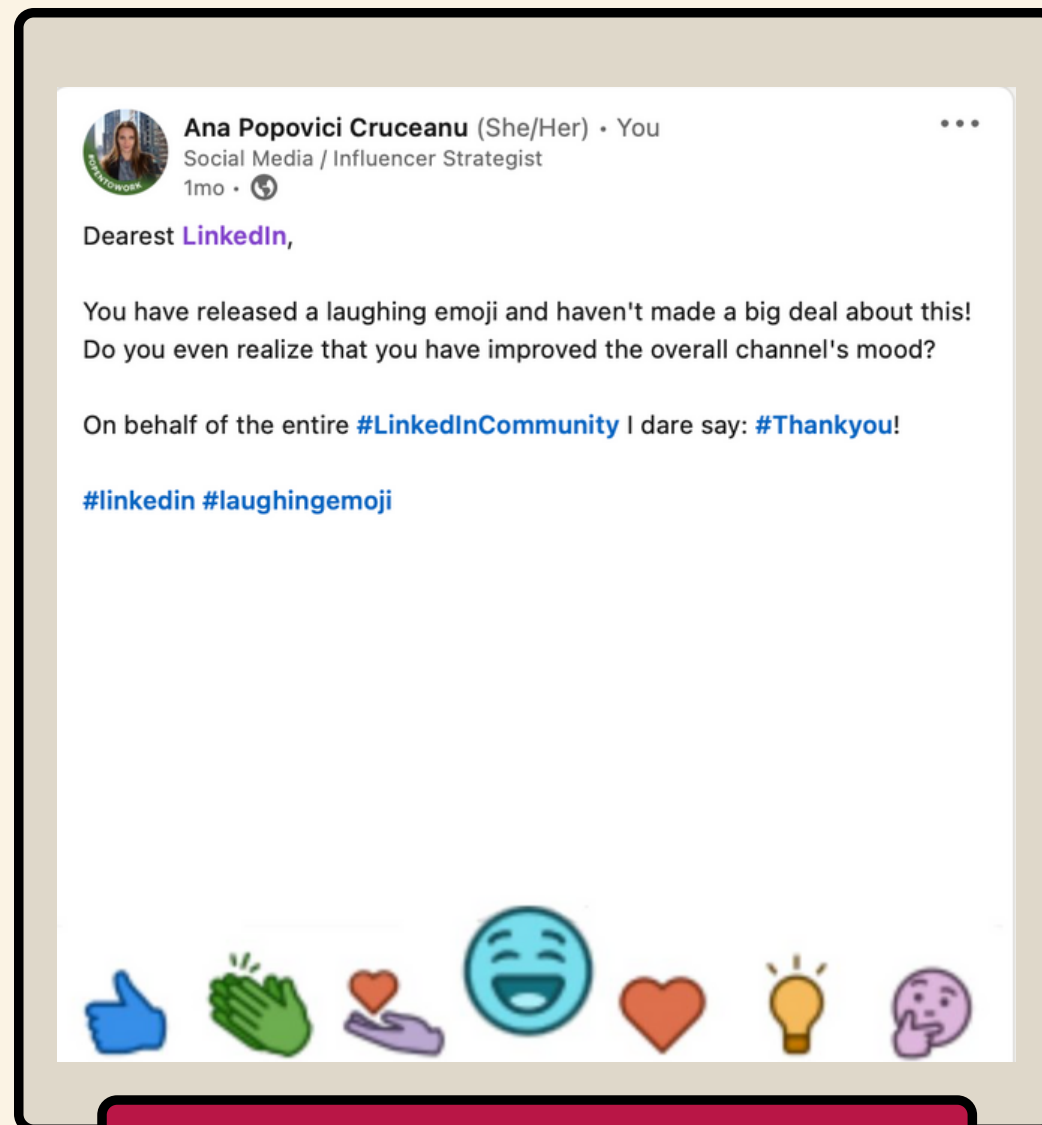
- Brand: Creative Bay
- Goal: Increase TikTok Presence
- Objective: Increase Awareness
- Target Audience: small local businesses



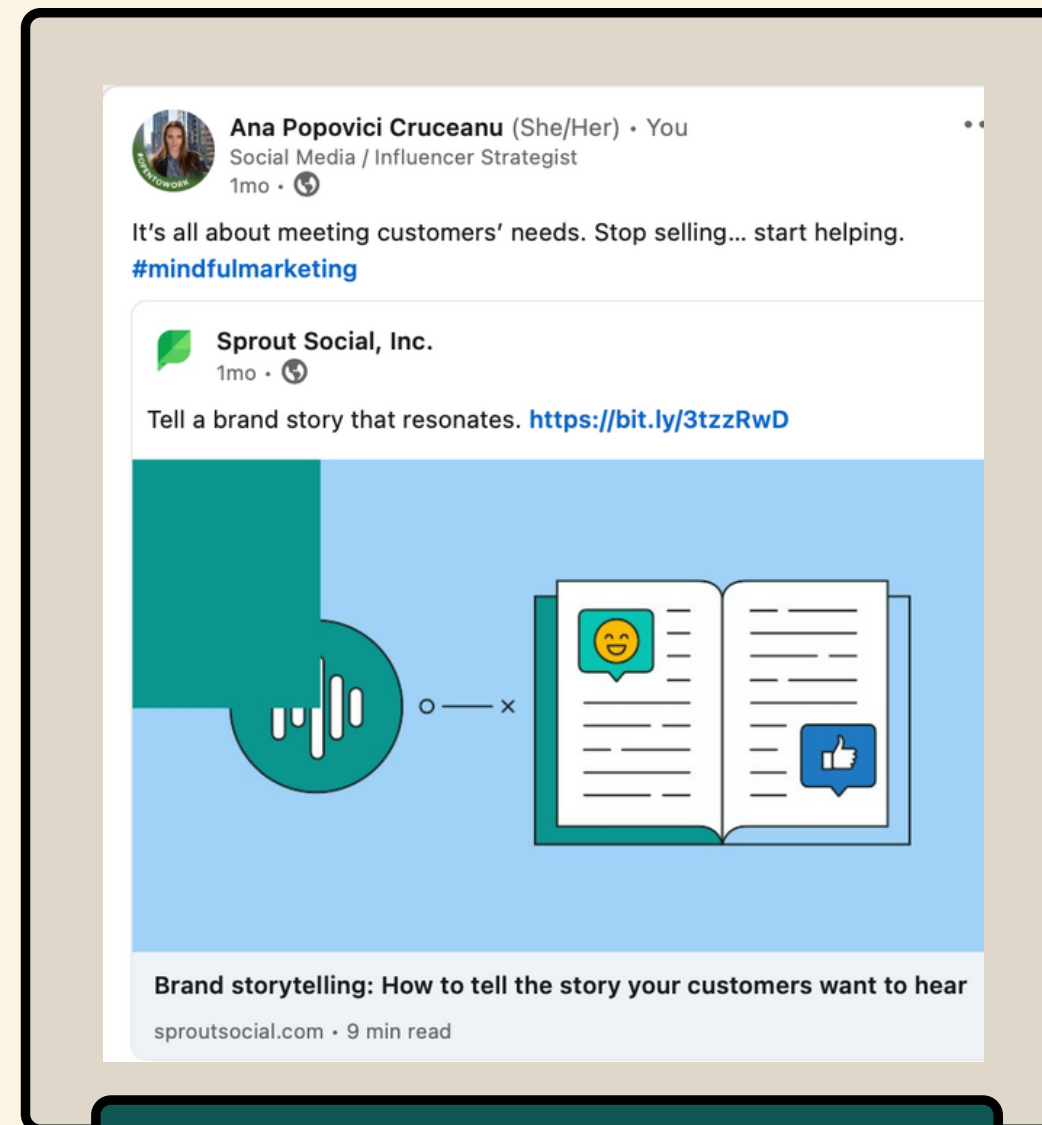
ANA POPOVICI CRUCEANU



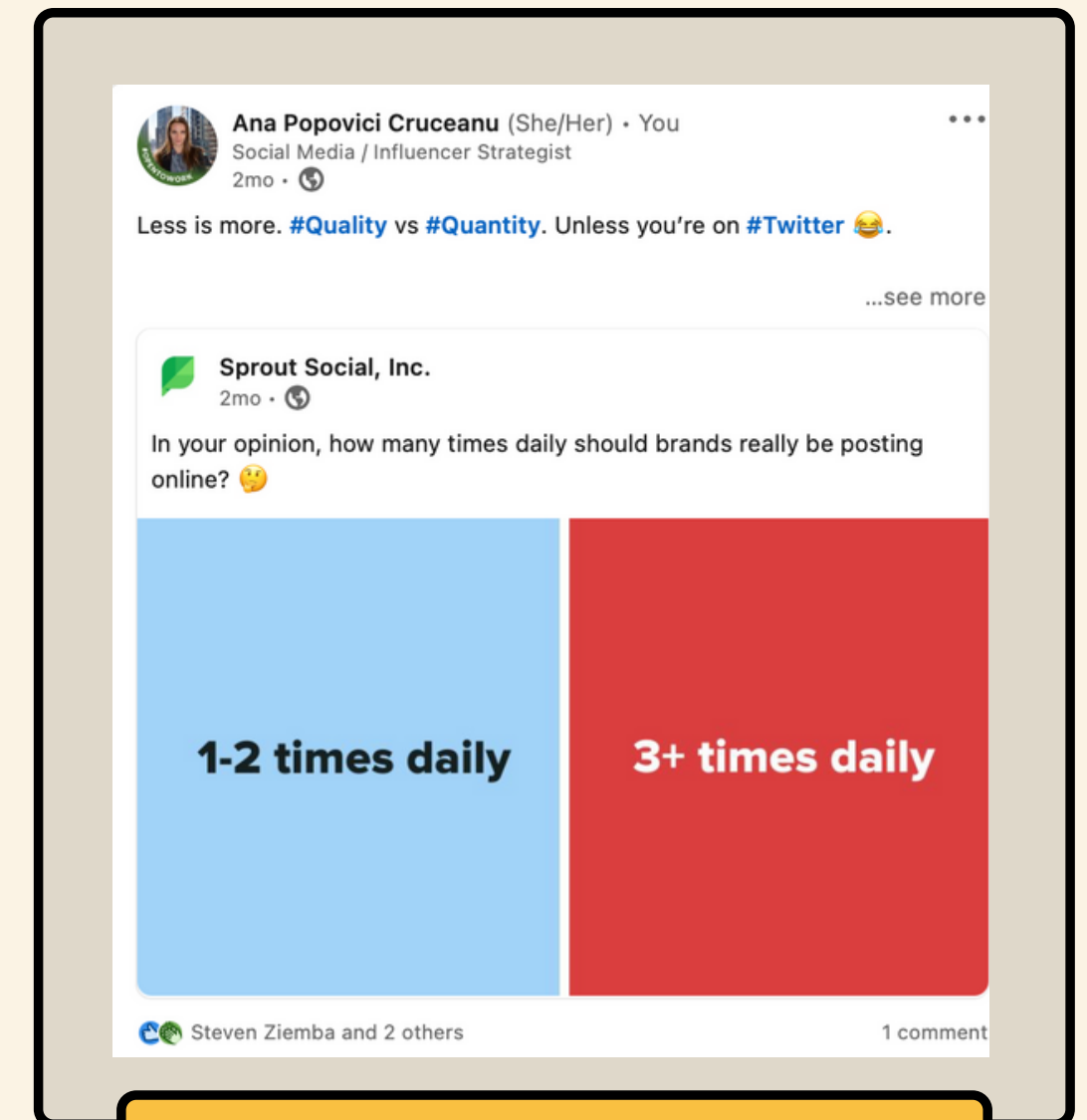
ANA'S PERSONAL POSTS



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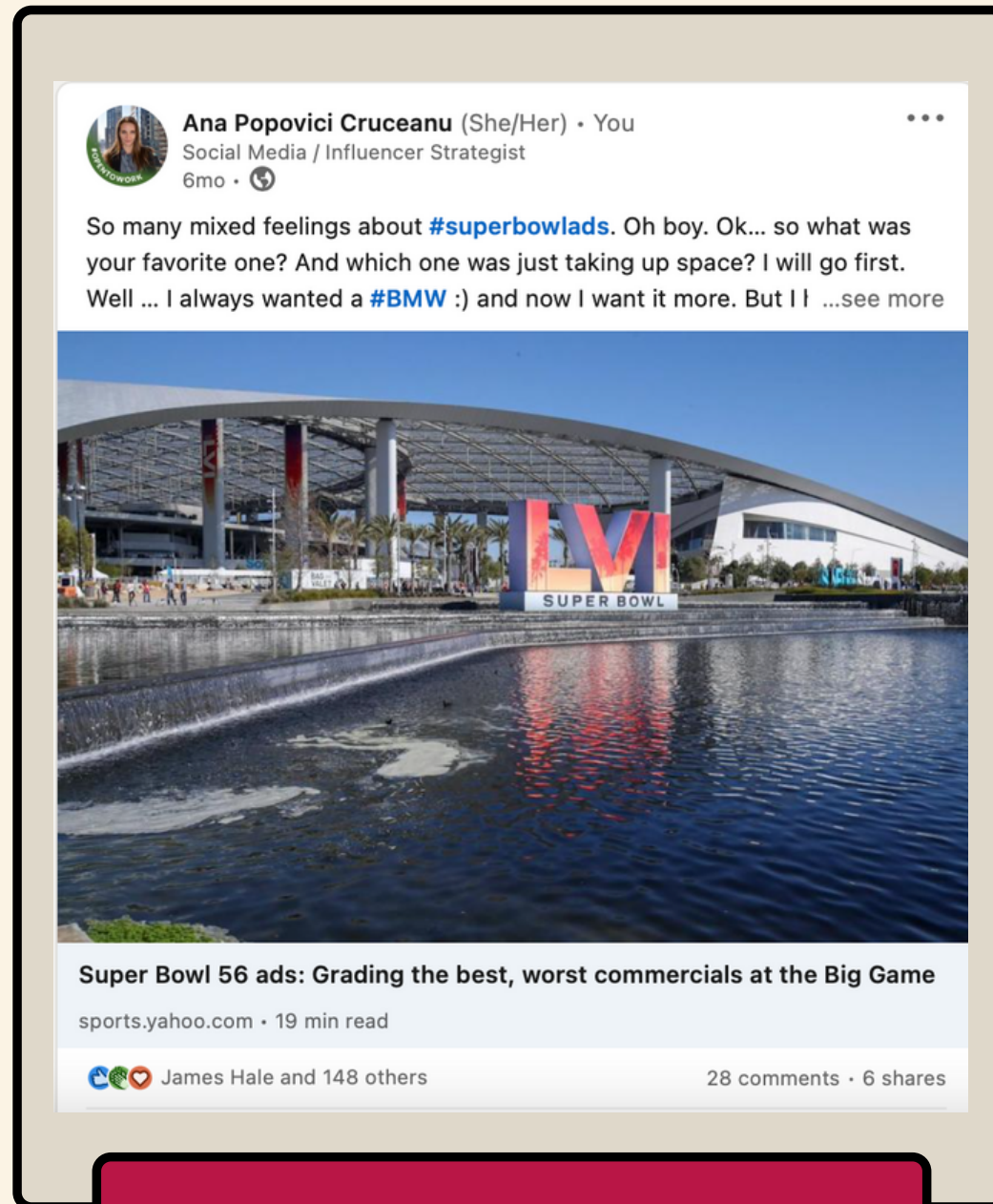
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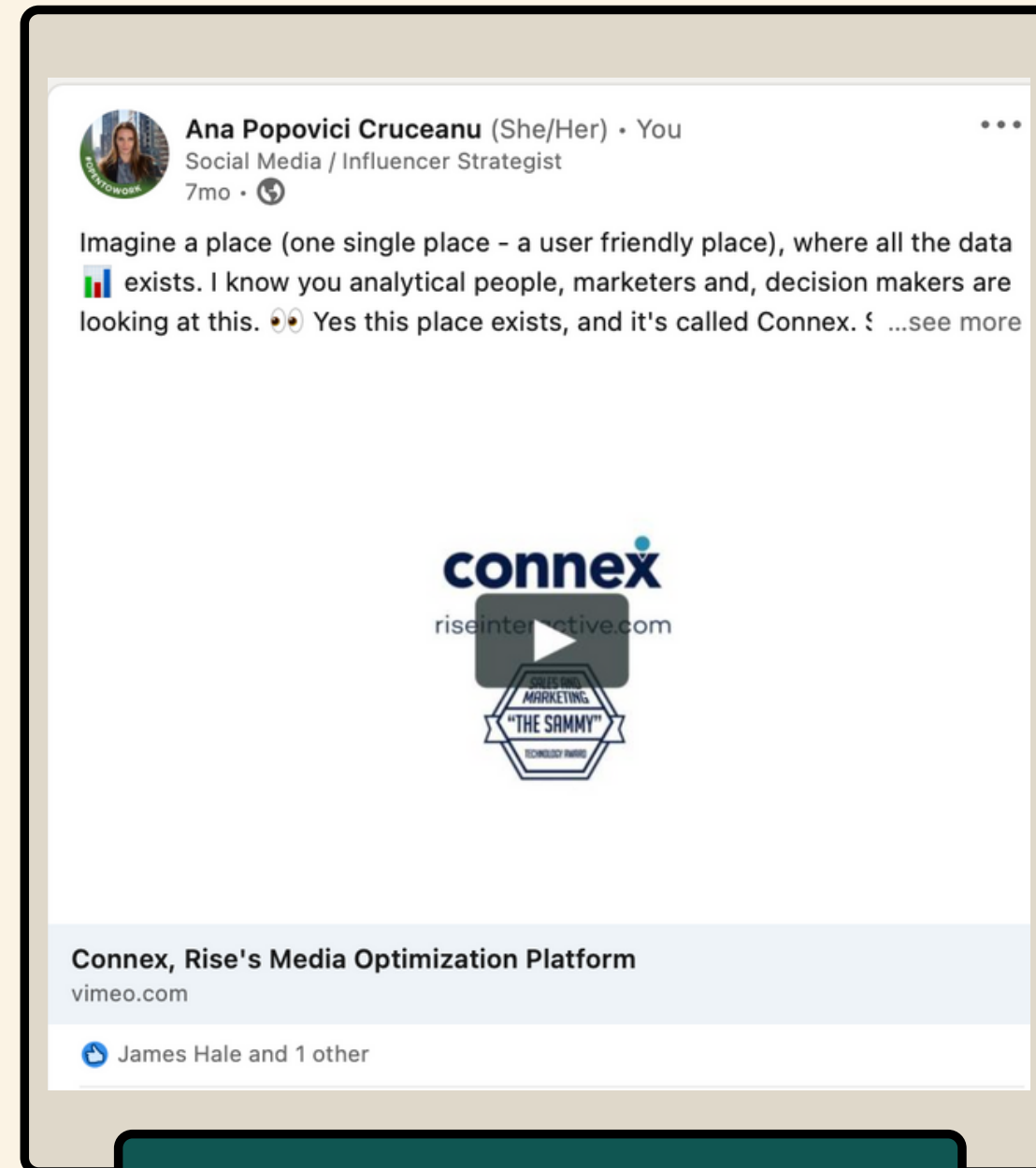
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FOCUS ON: MINDFUL MARKETING AND HUMANE APPROACH

MY PERSONAL POSTS



[HTTPS://BIT.LY/3SR64UK](https://bit.ly/3SR64UK)



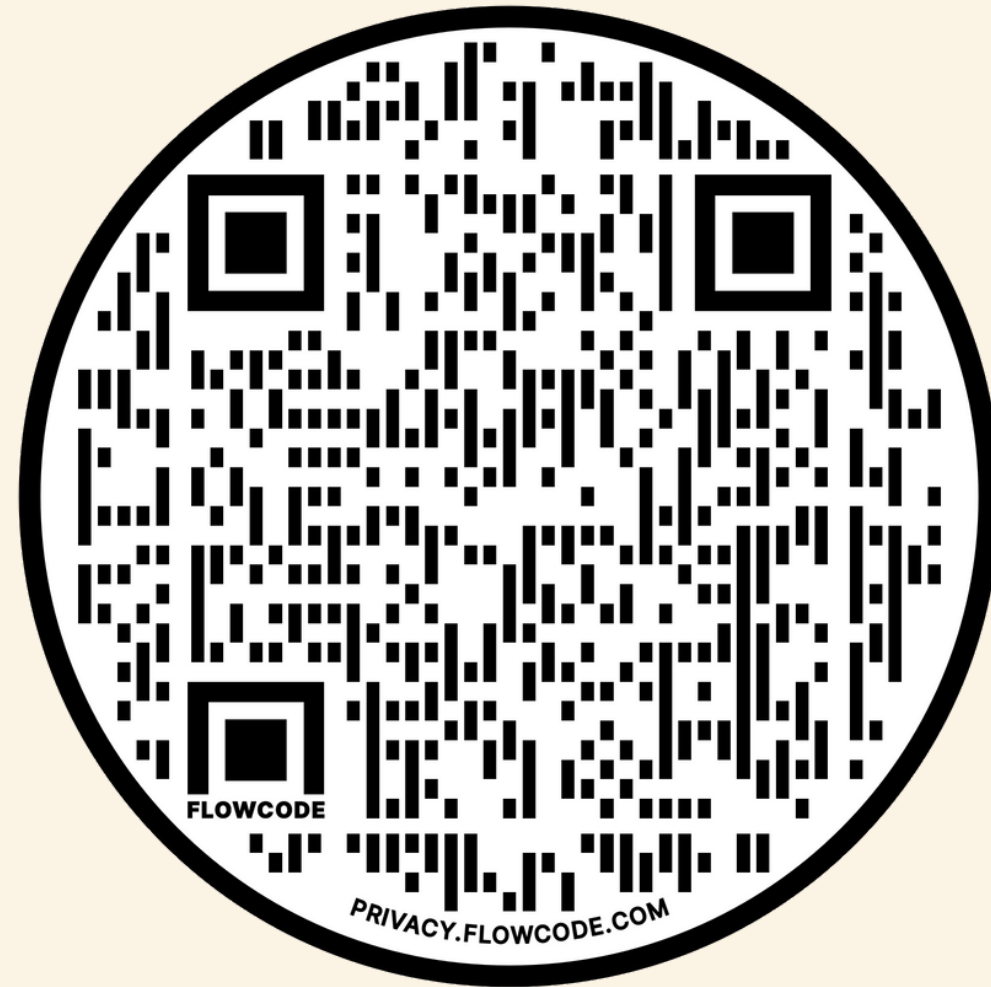
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CREATIVE PORTFOLIO

let's work
TOGETHER



My Portfolio



MYCREATIVEBAY.COM

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anapopovici26@gmail.com