



Digital Marketing Strategist
Portfolio:
<http://mycv.swisstemi.com>

Arlington Heights, IL | [LinkedIn.com/in/anapopovici](https://www.linkedin.com/in/anapopovici)

anapopovici26@gmail.com | 773.629.0417

PROFILE

Digital strategy and social media professional with more than 12 years of progressive & international experience. A capacity for positioning teams to grow, develop, and create exceptional results.

Highly motivated, multi-lingual, and results-driven expert with exceptional experience and knowledge in all aspects of marketing and social media capacities including branding, blog posting, communication planning, SEO, SEM, social media strategy, and market analysis. Success in resolving issues, developing creative solutions, and collaborating with multiple levels of the organization to make improvements and adjustments.

AREAS OF EXPERTISE

- Strategic Marketing Initiatives
- Organic & Paid Social Media Strategy
- Marketing Analytics & Research
- Digital Marketing Plan Development
- Digital Media Advertising & Content Development
- Website content update and development (WordPress)

CERTIFICATIONS:

GA4 Course, 2022

PROFESSIONAL EXPERIENCE

OMPI, Barrington, IL, July 2022 – Present

Digital Marketing Manager

- Lead a team of 4 through an empathetic and mindful approach focusing on team as well as company growth.
- Developed and implemented strategic marketing plans, improved customer journey, raised awareness about the products and services, increased engagement, converted leads and improved customer loyalty. Improved workflow and pipelines in HubSpot. Assisted the sales team in improving the pipeline in HubSpot.

LKH&S, Ad Agency, Chicago, IL, March 2022 – June 2022

Social Media and Influencer Strategist

- Develop and execute organic & paid social media strategies
- Collaborate with social media Influencers on multiple campaigns

Rise Interactive, Chicago, IL, October 2021 - February 2022

Digital Strategy Manager

- Work with Fortune 500 companies on various media planning projects and media spending

Accelerate, HIMSS Solution, Chicago, IL, July 2021 - October 2021

Digital Marketing Analyst – *left due to pending Covid-19 layoffs*

- Contribute to Accelerate Social Professional Network Launch
- Implement Strategic Integrated Marketing Initiatives: Organic, Paid, PR, WEB, Social, Email, Event, Automation
- Collaborate with stakeholders to execute marketing initiatives
- Analyze measurement and provide insightful suggestions
- Support other teams in project initiations: Influencer Strategy, Event Strategy, International Strategy, Online Courses, Partnership Strategy

Indeck Power Equipment, Wheeling, IL, December 2019 – March 2021

Marketing Manager

- Create and execute marketing plans with a focus on digital and social media presence to increase sales, brand awareness and humanize the brand.
- Transition from print marketing to digital marketing.
- Manage website development projects for a user-friendly, intuitive and up to Google's latest trends.
- Implement HubSpot CRM project and integrate with sales, service and marketing fields for a more effective lead generation, email campaigns and contact forms.

**HubSpot CRM and Social Media
Certificates, 2020**

Google Analytics, Certificate, 2020

Hootsuite, Certificate, 2019

**LinkedIn, SEO for social media,
Certificate, 2020**

**LinkedIn, Digital Marketing
Foundation, Certificate, 2021**

Meltwater | Klear

Canva | Sprout Social

EDUCATION

**M.A. in Integrated Marketing
Communications, 2020**

Roosevelt University, Chicago, IL

**Associate of Arts in Public Relations
and Marketing with CE in Digital
Media, Computer Graphic Arts, and
Creative Software including Adobe
Applications, 2012**

Harper College, Chicago, IL

**B.A. in Communications and Foreign
Studies, 2007**

University of Bucharest, Romania

**German Studies and English Studies,
Multiple schools within Bucharest,
Romania**

**Christine Valmy, Beauty School, 2007,
Bucharest, Romania**

**Piano Studies, 1997, Alexei Stircea
School of Arts, Kishinev, Moldova**

- Develop a crisis Covid-19 plan to communicate the essential business position to all stakeholders.
- Manage Sales, Rental and Service teams on various marketing projects.
- Manage Digital Ads
- Manage Traditional and Virtual Trade Shows

Kaplin Orthodontics, Arlington Heights, IL July 2011 – December 2019

SOCIAL MEDIA & MARKETING COORDINATOR

- Manage the end-to-end marketing processes including business growth, branding execution, marketing plan completion, and all operational marketing procedures.
- Develop and maintain key social media platforms and the content. Create digital promotional material to increase brand awareness. Plan and complete special events including expositions, community events, doctor meetings, and trade shows.
- Take the lead all on digital and social strategy campaigns. Oversee all blog content, email campaigns, and website development and updates.

Northwest Community Healthcare, Arlington Heights, IL 2012 - 2013

SOCIAL MEDIA & MARKETING INTERN

- Support the team through multifaceted marketing projects, which include the creation of content for multiple social media platforms, completing an analysis of social media effectiveness, and reviewing market data.

INTERNATIONAL and FREELANCE EXPERIENCE:

Bruli, Switzerland

Kaplin Orthodontics, Arlington Heights

Swisstem Innovation

Thometz and Uhland Orthodontics 2016 – 2018

SOCIAL MEDIA & MARKETING COORDINATOR

- Build the website and social media platforms
- Execute creative campaigns while maintaining brand identities.
- Assist with business development and create presentations.
- Review marketing methods and make suggestions to align with the needs of the business.

On the Beaton Path, Schaumburg, IL 2015-2018

- Manage multiple social media accounts.

Wrightfully Fit, Turks and Caicos, 2014-2016

SOCIAL MEDIA & MARKETING COORDINATOR

- Manage the marketing plans and strategies, branding components, and editorial creation.
- Manage website development and blog content.
- Manage and executed organic social media strategy