

Curriculum vitae

Personal Information

First/Last name: Alexandru Mavrodineanu

Address: Ale. Poarta Alba 7-9, Bl.110A, Sc.B, Et.8, Ap.94, District 6, Bucharest, Romania

Mobile phone: +40721731502

Email: mavro.alexandru@gmail.com

Portfolio: www.mavrowebsolutions.com

Present job:

Period: Sep 2014 - Present

Name and address of the employer: University of Agronomic Sciences and Veterinary Medicine of Bucharest, Mărăști Boulevard 59, District 1, Bucharest, Romania

Position: Digital Marketing / Web Administrator

Responsibilities:

- ✓ Webmaster: Administration of pictures, content, SEO;
- ✓ Online Campaign Ideas: Ideas for promotion on Google, Facebook and other sites;
- ✓ Google Analytics: Check unique visitors, verification accessing links and others;
- ✓ SEO Tools: Microsoft SEO Toolkit;
- ✓ Design creation of Newsletters for partners and company;
- ✓ Design and code structure: PHP, HTML, CSS;
- ✓ Photoshop image editing: Photo Editing and implementation watermarks;
- ✓ Web Services: Configuring web services: Apache, cPanel, MySQL.

Other responsibilities: Implement Online Platforms; Design and code structure; Module Integration: Google Analytics, Facebook, Audit Trail, Broken links and others; Webmaster: Administration of pictures; Content Management; Image editing; Reporting from Google Analytics and Social Media channels.

Used technologies: PHP, HTML, CSS, SEO, Photoshop, Microsoft SEO Toolkit

Developed projects:

While being employed here I have had the following responsibilities for USAMV (the official company website), but also for its client - Pietroasa Veche, CNR Romnia, Moara Domneasca, Pepiniera Istrița - Maintenance website, Content Management, Image editing, Email Marketing, Social Media, Web Design, SEO.

Used technologies: HTML, CSS, PHP, SEO, Photoshop, CMS

Past job:

Period: Jan 2015 – June 2018

Name and address of the employer: Visionnear, Virgil Madgearu 3, District 1, Bucharest, Romania

Position: Digital Marketing / Web Developer

Responsibilities:

- ✓ Webmaster: Administration of pictures, content, SEO;
- ✓ Online Campaign Ideas: Ideas for promotion on Google, Facebook and other sites;
- ✓ Google Analytics: Check unique visitors, verification accessing links and others;
- ✓ SEO Tools: Microsoft SEO Toolkit;
- ✓ Design creation of Newsletters for partners and company;
- ✓ Design and code structure: PHP, HTML, CSS;
- ✓ Photoshop image editing: Photo Editing and implementation watermarks;

- ✓ Web Services: Configuring web services: Apache, cPanel, MySQL.

Other responsibilities: Develop Online Platforms; Design and code structure; Module Integration: Google Analytics, Facebook, Audit Trail, Broken links and others; Webmaster: Administration of pictures; Content Management; Image editing

Used technologies: PHP, HTML, CSS, SEO, Photoshop, Microsoft SEO Toolkit

Developed projects:

- ✓ While being employed here I have worked for Visionnear (the official company website), but also for its clients - BEROBA, Natuurhoekje, MC Location, Ledzer - having the following responsibilities: Maintenance website, Content Management, Image editing, Email Marketing, Social Media, Ideas for Advertising, Web Design.

Used technologies: HTML, CSS, PHP, SEO, MailChimp, Photoshop, CMS, E-commerce

Period: 11.01.2013 - 30.04.2015

Name and address of the employer: Yellow Pages Romania, Bucharest, Romania

Position: Content & SEO Manager

Responsibilities:

- ✓ Webmaster: Administration of pictures, content, SEO;
- ✓ Online Campaign Ideas: Ideas for promotion on Google, Facebook and other sites;
- ✓ Google Analytics: Check unique visitors, verification accessing links and others;
- ✓ SEO Tools: Microsoft SEO Toolkit;
- ✓ Design creation of Newsletters for partners and company;
- ✓ Design and code structure: PHP, HTML, CSS;
- ✓ Photoshop image editing: Photo Editing and implementation watermarks;
- ✓ Web Services: Configuring web services: Apache, cPanel, MySQL.

Used technologies: HTML, CSS, PHP, SEO, Photoshop, CMS, E-commerce, MailChimp, SendMachine, SSH, FTP

Developed projects:

While being employed here I have had for Yellow Pages Romania (the official company website), but also for its clients - Be No 1, Kids Style, MedGuru - the following responsibilities: Maintenance website, Content Management, Image editing, Email Marketing, Social Media, Web Design, SEO.

Used technologies: HTML, CSS, PHP, SEO, Photoshop, CMS, E-commerce

Period: 01.10.2013 - 28.02.2014

Name and address of the employer: Homeycomb Romania, Bucharest, Romania

Position: Chief Technology Officer

Responsibilities:

- ✓ Helpdesk & Support IT for 35 employee: installing Windows 7, applications like WinRar, Microsoft Office 2010, Avira Antivirus, printer setup, checking cartridge, purchasing cartridge & installation, IT warehouse, Importing MySQL database and creating reports; Backups;
- ✓ Implementation Customer Care platform - Zendesk: configure platform: rules, macros, rules for agents & reports; training for users, add accounts; Implementation Google Apps through security server SSO: migrate all old email accounts to Google Apps, calendar synchronization with Outlook, cell phone and tablets, training for user how to use Google Docs, calendar and other features regarding Google Apps;
- ✓ Network Management: Managing wireless routers, configure web ports, IP management

Used technologies: MySQL, SSH, FTP, Team Viewer

Period: 01.11.2010 - 03.01.2014

Name and address of the employer: Groupon Romania, Bucharest, Romania

Position: Chief Technology Officer

Responsibilities:

- ✓ Senior Affiliate Marketing: I was in charge of Affiliate Marketing Department in Romania, to bring 300 Affiliates in 3 months and make them to promote our banners through our platform called Zanox or their platforms. I signed contracts with clients from Media, Advertise, Radio and other Industry. I negotiate for CPS and PPC on every display. I offer support for integration of banners and give the information of every detail about the API and how they can use our platform;
- ✓ Senior Manager Social Media at Groupon Romania: I lead a team of 6 people from different departments where we take care of a platform called Sprinklr and where we try to improve and focus on all social media accounts (Facebook, Twitter, Youtube & LinkedIn);
- ✓ Project Manager Groupon Works Romania: Implementing HTML text in Wordpress platform for projects in EMEA and apps for Social Media;
- ✓ I helped the company with best leads for Local Business and Travel - Google Analytics: Check unique visitors, verification accessing links and others;
- ✓ I helped Content Team - December 2010 - February 2011 , with reviews, pictures & information;
- ✓ SEM, SEO, SMM: Search leads by keywords for both Local and Travel Product;
- ✓ SEO Tools: Microsoft SEO Toolkit, Core Metrics (1 month), Adobe Media Optimizer (3 months);
- ✓ Google Webmaster Tools: Creating robots.txt, XML Schema, check duplicates, index new pages;
- ✓ Design and code structure: PHP, HTML, CSS;
- ✓ Implementation and testing HTML code in Zendesk.

Used technologies: MySQL, SSH, FTP, HTML, PHP, CSS, SEO, Photoshop, Hootsuite, Sprinklr, Zanox, Zendesk, SEM, SMM, SEO, PPC, CPS

Period: 01.10.2009 - 03.12.2010

Name and address of the employer: Ionita Construct, Bucharest, Romania

Position: Web Administrator

Period: 01.01.2009 - 31.03.2009

Name and address of the employer: MediaPro Studios, Bucharest, Romania

Position: Support IT

Period: 03.09.2007 - 31.12.2008

Name and address of the employer: Romatic Travel, Bucharest, Romania

Position: Web Editor

Education and training

Training name, organization/period/short description

- ✓ Digital Marketing, IAB Europe / 07.04.2017
- ✓ SEO, Email Marketing, Google Adwords, Advertising
- ✓ Environmental Engineer, Faculty of Land Reclamation and Environmental Engineering, Bucharest (Romania) / 03.10.2005–15.06.2010
- ✓ Technician in Environmental Protection, Agricultural Scholar Group Cezar Nicolau, Branesti (Romania) / 03.09.2001–30.09.2005

Computer skills: HTML, PHP, CSS, Windows AD, Linux System Administration, IIS Manager, Web Services, Photoshop, Content Management; SEO, Google Analytics, E-commerce, Online Marketing, Social Media Marketing, SEM, CMS, Market Research, Email Marketing, Web Design, Online Advertising, Salesforce, Social Networking, Project Management, Affiliate Marketing, Lead Generation, G Suite, Marketing Strategy,

Foreigner languages: English, Romanian

Other skills: communicative, flexible, hard-working, reliable, sociable

Hobbies: Travel, Music, Reading News