

## OVERVIEW

Creative web and graphic designer with a diversified professional background and a wide range of technical skills. Speaker of multiple languages, has a keen interest in technology, user experience, online marketing and more recently, for instructional design. As an **INFP** personality type, has a deep understanding of customer needs and pain points, reflected in client work. Recognized by NATO's SHAPE for the contribution provided during the NATO Steadfast Indicator 2015 Exercise.

*Currently enrolled in SQUARED ONLINE - the award-winning digital marketing leadership course developed with Google.*

## AREAS OF EXPERTISE

Web & Graphic Design

Art Direction

Digital Marketing

Desktop Publishing

User Experience

Online Social Platforms

SEO

## TECHNOLOGIES

HTML, CSS, JS

Adobe CC Applications

(Photoshop, Illustrator Indesign, Acrobat)

Wordpress

Microsoft Office Suite

Microsoft Sharepoint 2007/2010

## LANGUAGES

Romanian (Native)

Hungarian (Native)

English (Advanced)

French (Intermediate)

Italian (Intermediate)

German (Beginner)

## PERSONAL SKILLS

Creative Thinking

Attention to Detail

Helpful attitude

Communication Skills

## CONTACT

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[ALINAIONESCU.COM](http://ALINAIONESCU.COM)

[DIGITALPRANA.MARKETING](http://DIGITALPRANA.MARKETING)

## WORK EXPERIENCE

### BEECHMOUNT FURNITURE - NAVAN,

2016

- Redesigned and re-branded the company's e-commerce website and social media presence
- Redesigned the shop's outdoors window displays
- Managed day-to-day social media marketing activities and online shop
- Crafted and managed Facebook advertising campaigns, to grow awareness and drive traffic to the company website - also increased Facebook organic reach by 500%
- Created graphic content to support the company's offerings

### FREELANCE DESIGNER,

2010 - PRESENT

- Crafted user interface, general architecture and navigation systems for clients' websites
- Designed and implemented both Wordpress and e-commerce Prestashop websites
- Consulted with clients about SEO, their online business and digital strategy needs
- Designed logos, branding, social media and printed materials

### NATO HUMINT CENTRE OF EXCELLENCE,

2014 - 2015

- Redesigned, developed and managed the website [www.natohcoe.org](http://www.natohcoe.org), focusing on usability, functionality and security
- Worked with KM staff and SMEs in developing the user interface design for the intranet Sharepoint, followed by delivery of "in house" training sessions and creation of custom instructional materials
- Put together a 20 minute "documentary style" training video for the NATO STEADFAST INDICATOR 2015 exercise
- Set up an additional Sharepoint "immersion environment", curated the visual content and delivered general training for the aforementioned exercise; handled first line of Sharepoint support, user education and administration; made a wide range of digital materials needed for media simulation

### SINTEZIS BIROTICA,

2002 - 2010

- Managed marketing and communications efforts: from liaising with sales and technical teams, following briefs, designing digital and print collateral, produced all creative content including catalog, mailers, signage, etc
- Contributed to planning and execution of the company's internal events and conferences

### EXPO VARADINUM,

2003 - 2008

- Designed marketing materials to promote trade shows and events organized by EV., in print and digital format, such as posters, catalogs, newspaper ads and outdoor banners

## ACADEMIC QUALIFICATIONS

### UNIVERSITY OF ORADEA

1997 - 2002

Department of ElectroTechnical Engineering and Informatics

Certified Engineer - BSc Systems and Computers Science