

Ioana Vasilescu



Customer Relations, Marketing & Brand Communication

Phone: +40 747 480 562 **Email:** ioana.vasilescu000@gmail.com **Nationality:** Romanian

Languages: Romanian (native), English (C1), French (A2)

PROFESSIONAL SUMMARY

Master's student in Digital and Strategic Marketing with over 2 years of experience in client relationship management, consultative selling, and personalized service. Digitally literate, organized, and a strong communicator.

WORK EXPERIENCE

Sales Consultant

Peek & Cloppenburg · June 2024 – December 2025

- ▶ Managed relationships with 30+ clients daily across a multi-brand premium portfolio, contributing to a 10% increase in sales
- ▶ Identified client needs and provided personalized recommendations, ensuring a consistent shopping experience

Floral Designer & Consultant

Lotus Flowershop · November 2023 – April 2024

- ▶ Provided personalized consultation for 50+ clients weekly, proposing tailored solutions and managing daily cash operations with zero errors
- ▶ Built lasting client relationships through follow-up and attention to individual preferences, reducing material waste by 20%

Sales Consultant

Decathlon · April 2023 – October 2023

- ▶ Provided personalized consultations for 25+ customers daily, identifying needs and recommending suitable solutions
- ▶ Onboarded 40+ new users/month to the digital platform and compiled weekly performance reports

EDUCATION & TRAINING

Master's in Digital and Strategic Marketing

West University of Timișoara · Faculty of Economics and Business Administration · 2024 – 2026

Bachelor's in Painting

West University of Timișoara · Faculty of Arts and Design · 2019 – 2022

SKILLS

Soft Skills: Communication · Teamwork · Adaptability · Customer Focus · Problem-Solving · Critical Thinking

Digital: SQL, Power BI, Excel, HubSpot, SEO, marketing automation, CRM systems, Adobe Illustrator, InDesign, Photoshop, Figma, Canva, Trello, Office 365, Google Workspace

PROJECTS

DiabeTeam — Brand Identity & Visual Communication

Independent Project · 2026 · In Progress — NGO branding: logo, color system, typography, social media templates. Canva & Adobe Illustrator.

CERTIFICATIONS

Social Media Marketing (HubSpot) · SQL Basics (LearnSQL) · AI Tools in Business (Cyberllence/UVT, 2026) · Google IT Support (Coursera)

VOLUNTEERING

Community Volunteer

European Solidarity Corps for Youth · June 2022 – August 2022