



### PERSONAL INFORMATION

# Ioana Vasilescu

Marketing & Communications Specialist

**Email** ioana@vasilescu.co

**Nationality** Romanian

**Languages** Romanian (native), English (professional fluency)

### PROFESSIONAL SUMMARY

Aspiring Marketing and Communications specialist with a diverse background spanning customer experience, consultative sales, retail operations, and hospitality. Currently completing a Master's degree in Marketing and Management, with a thesis exploring the integration of AI-powered tools into modern marketing workflows. Brings strong visual instincts, systems-oriented thinking, and a people-first approach.

### WORK EXPERIENCE

#### Customer Experience Specialist

**Verizon** · Remote

High-volume inbound customer support for a global telecommunications provider — billing, technical troubleshooting, and account management in a KPI-driven environment.

- Handled complex multi-channel inquiries maintaining quality and efficiency metrics
- Navigated CRM and ticketing systems for end-to-end issue resolution
- Built expertise in de-escalation, active listening, and first-contact resolution
- Developed self-directed workflow management in a remote environment

#### Sales Consultant

**Peek & Cloppenburg** · Premium Retail

Personalized consultative sales in a premium multi-brand fashion environment, driving conversion through relationship-building and product expertise.

- Delivered tailored styling recommendations based on client preferences
- Contributed to visual merchandising and in-store presentation standards
- Exceeded individual and team sales targets through proactive engagement
- Developed deep product knowledge across luxury and contemporary brands

#### Retail Associate

**Boutique Flower Shop** · Retail

- Assisted with custom floral arrangements and personalized product selection
- Managed visual displays, seasonal merchandising, POS, and supplier coordination
- Cultivated repeat clientele through attentive, personalized service

#### Barista

**Specialty Coffee Shop** · Hospitality

- Prepared specialty drinks to exacting quality standards under time pressure
- Built loyal customer relationships through personalized recommendations
- Maintained hygiene, stock rotation, and equipment care standards

**EDUCATION & TRAINING****Master's in Marketing and Management****Expected 2026 · In Progress**

Strategic marketing, brand management, consumer behavior, and data-driven decision-making.

**DISSERTATION**

*"Leveraging AI Tools in Marketing Workflows" — researching how generative AI, automation platforms, and intelligent content tools can be embedded into end-to-end marketing operations to improve efficiency, personalization, and ROI.*

**Bachelor's in Arts****Completed**

Creative thinking, visual communication, and cultural analysis — informing a design-conscious approach to brand building and audience engagement.

**PERSONAL SKILLS****Language Skills**

LANGUAGE	LISTENING	READING	SPOKEN INTERACTION	SPOKEN PRODUCTION	WRITING
Romanian			Native speaker		
English	C1	C1	C1	C1	B2

**Strategic & Analytical**

Market research, consumer insights, trend analysis, customer journey mapping, campaign tracking, process design

**Creative & Visual**

Brand identity, visual storytelling, content creation, social media strategy, copywriting, UX-aware design

**Technology & AI**

AI-assisted content generation, workflow automation, MarTech evaluation, Canva, Office 365, Google Workspace, CRM

**Communication**

Client relationship management, cross-functional collaboration, customer experience design, team coordination

**INTERESTS**

Psychology &amp; Human Behavior

Healthcare Communication

Music

Creative Content

Digital Culture

AI in Marketing