



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 & Human Behavior

Healthcare Communication

Music

Creative Content

Digital Culture

AI in Marketing