

Iuliana Gavrilă

Marketing & Sales Manager at FunDeal Romania

gavrilaiuliana2@yahoo.com

Experience

Sales Manager at GETLOKAL

April 2013 - Present (6 months)

Marketing & Sales Manager at FunDeal Romania

January 2012 - 2013 (1 year)

Prospect, consult with, and close local merchants on compelling offers for our subscribers based on each business's products & services

Identify new and creative businesses & activities to be featured, expanding the range of offers for our subscribers

- Develop Relationships with new partners, launching products and services and achieve revenue targets through mutually agreed quarterly marketing plans
- Responsible for taking the marketing and branding strategies and implement them on Consumer and Micro Small Business partner side to increase market share and brand awareness.
- Ensure Marketing budgets are spent with greatest efficiency within the Consumer and Micro Small Business partners
- Business development – Work with Consumer and Micro Small Business sales in identification and qualification of new Consumer and Micro Small Business partner prospects, assisting with materials and value propositions in meetings
- Product launch: support new product and security related information and assist partner with creation of promotions and campaigns
- Conceptualize Online Campaigns to ensure a permanent revenue stream. Liaise with the marketing in order to properly implement and measure them
- Quarterly marketing plans: work with Consumer and Micro Small Business sales on quarterly marketing programs to increase sales and customer base

Sales Account Manager at Golden Deals

September 2010 - January 2012 (1 year 5 months)

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- Product launch: support new product and security related information and assist partner with creation of promotions and campaigns
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Finance Officer at FHP

June 2009 - September 2010 (1 year 4 months)

1. Management of Customer receivables. Handle and follow-up claims. Present regular reports to the Management
2. Customer invoicing and primary accounting.
3. Issue and receive compensation orders.
4. Primary accounting skills in order to process data from the bank and from the house.
5. Management of document flows with the State Treasury.
6. Responsible for Company's payroll.

Underwriting officer at CertAsig Asigurare si Reasigurare

December 2008 - June 2009 (7 months)

1. Create and maintain good relationship with sales force / brokers.
2. Promote the company product offers through sales force / brokers
3. Process insurance policies, client documents and the policy invoices
4. Upload various data and reports into the main application.
5. Centralize data and generate reports from the main application.
6. Maintain a working relationship with product development team.

TECHNOLOGY MAILOUT OPERATOR at Ipsos Interactive Services

November 2006 - August 2008 (1 year 10 months)

1. Handle and resolve the issues encountered in marketing studies/surveys. Use specific mail-out applications
2. Collaborate with the Project Managers /project teams in order to maintain and to ensure the success of the overall mail-out activity.
3. Highly involved in solving the "panelists' issues", collaborate with the technical team / the project manager.
4. Participate in consulting issues and preparing the staff if needed.
5. Suggest improvements and changes in the mail out procedure.
6. Act, report and record all the information security events and incidents.
7. Follow-up Quality and Information Security procedures, policies, forms and instructions.

Languages

French

Spanish
German

Skills & Expertise

Photoshop
Account Management
Marketing Strategy
Advertising
New Business Development
Online Advertising
Sales Management
Social Media
Marketing
Social Media Marketing
Sales
Business Development
Brand Management
Product Development
Management

Education

Dimitrie Cantemir University
Marketing and Business Administrations, 2012

University of Bucharest
University of Bucharest. Bachelor, Foreign Languages and Literature, Commerce & Law English
German, 2004 - 2008

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[Contact Iuliana on LinkedIn](#)