

# Alexandra Niculescu

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## SUMMARY

Dynamic marketing professional with over 15 years of experience in multinational corporations, specializing in strategic campaign development and brand growth. Expertise in digital and traditional marketing, market research, brand management, and product positioning. Proven track record of driving business success through creative problem-solving, cross-functional collaboration, and innovative strategies. Committed to continuous improvement and leadership development, consistently delivering results in both B2B and B2C sectors.

## ACCOMPLISHMENTS

Took part in implementing the "DEKO PROFESSIONAL School of professional painters". Throughout Romania, we had over 1000 students in the 4-year program that included best practices on how to become a professional painter (techniques and tips). My contribution was to develop the course books with all technical details and present the range of DEKO PROFESSIONAL products.

Designed and managed a new showroom for one of the client's "Fabrica de profile" where I supported the team with my know-how and knowledge on decorative paints.

Implemented the brand TATTOO decorative paint in the company's portfolio and on the Romanian market.

Magazine Interviewed in "Constructive" (April 2011) describing the market trends and business opportunities for Policolor.

## PROFESSIONAL SKILLS

- Digital & Traditional Marketing Strategies
- Brand Management & Positioning
- Market Research & Consumer Insights
- Campaign Development & Execution
- Social Media & Content Marketing
- SEO/SEM Optimization
- Product Launches & Events
- Strategic Planning & Budgeting
- Trade Show & Event Coordination
- Team Leadership & Collaboration
- Analytics & KPI Reporting
- Paid Advertising (PPC, Display, Social Ads)

## PROFESSIONAL EXPERIENCE

Wesgar Inc, Port Coquitlam, BC  
**Marketing Coordinator** | Nov 2023- Jan 2025

- Conducted in-depth market research and competitor analysis, identifying opportunities that contributed to a 15% increase in brand visibility.
- Penetrated new markets (Alberta and U.S).
- Managed all social media platforms, creating and executing content strategies that grew follower engagement by 25% and improved interaction by +20%.
- Developed and executed digital marketing campaigns across email, PPC, and social media, resulting in a 30% increase in website traffic and a 10% boost in conversion rates.
- Coordinated successful product launch campaigns which helped in increasing product sales for both Canada and the U.S. markets
- Planned and executed 3+ trade shows, improving brand recognition and generating an average of 40+ new leads per event.
- Regularly updated and maintained the company website, optimizing content for SEO which led to a 35% increase in organic search traffic.
- Collaborated with cross-functional sales teams to develop targeted marketing strategies, increasing customer engagement.
- Tracked KPIs and provided actionable insights on campaign performance to senior management.

Skechers Inc, Abbotsford, BC  
**Floor Manager** | July 2022- Nov 2023

- Led customer service initiatives, consistently exceeding sales targets.
- Managed store marketing activities, including product displays, promotions, and visual merchandising.
- Coordinated inventory control, stock replenishment, and managed POS transactions.
- Provided team training to improve customer engagement and sales performance.
- Ensured store alignment with company values and ethical standards.
- Implemented effective marketing displays and seasonal promotions that contributed to a 12% growth in average transaction value.
- Resolved customer complaints swiftly, maintaining a high satisfaction rate and ensuring a positive store reputation.

Cersanit Romania S.A, Ilfov, Romania  
**Marketing / Product Manager Romania & SEE** | Oct 2020 - May 2022

- Defined the product strategy, and roadmap.
- Gathered, managed, and prioritized market and customer requirements.
- Worked close to the customer and becoming the customer advocate articulating the users and/or buyer's needs.
- Worked closely with Global and Local sales, marketing, and support to ensure business cases and customer satisfaction goals are met.
- Defined what to solve in the market needs document, articulating the valuable market problem and solving it along with prioritizing and justifying for each part of the solution.
- Developed the business case for new products, improving the existing products, and business ventures.
- Developed the positioning for the products.
- Recommended and contributed to setting the product pricing.
- Created the brand strategy and ensured all aspects of the products or companies marketing and activities align with the goals of the brand.
- Drove impactful end-to-end commercial & brand projects (ATL, BTL, in-store), being able to coordinate & influence cross-functional sales teams.
- Created an enduring and inspirational brand communication that translated into increased sales, brand loyalty and healthy market share growth.
- Managed all aspects of the brand through the supply chain both tangible and intangible.
- Developed high-quality and effective marketing communications that aligned correctly with the overall brand.
- Strategy and that have the power to inspire and drive strong implementation of new products on the market.
- Realistic forecasting of sales for the managing portfolio of products.
- Launched products under private label.
- Managed budget & Brand P&L on own projects, accurately handling day-to-day category financials.
- Targeted presentations for internal and external use.

Sixense Soldata Romania, Bucharest, Romania

**Marketing Specialist Romania & SEE | Feb 2017 - Apr 2020**

- Executed the marketing plan throughout the different stages of the marketing funnel (from lead generation and customer acquisition, to on boarding and retention). This includes the execution of campaigns throughout online and digital channels.
- Developed effective marketing communications and initiatives in line with our objectives.
- Coordinated the creation of content and material including digital and printed collateral, sales enablement tools, website, training.
- Ensured that SIXENSE brand is delivered consistently internally and externally.
- Implemented new tools of monitoring on the Romanian market (BEYOND monitoring) and Bulgarian market.
- Supported the product/service features launch and releases and participating at events and fairs GoTech with GEOSCOPE, BEYOND and new structural and geotechnical monitoring solutions.
- Helped to shape the brand proposition and positioning of the product/services on the Romanian market.

S.C Clear Mind Advertising, Bucharest, Romania

**Marketing & Advertising Consultant | Apr 2014 - Mar 2018**

- Helped clients with their budget and marketing plans.
- Designed and implemented product portfolios for companies from different segments.
- Advising clients on advertising channels favorable for the clients and media buying in the client's name.
- Participating in fairs, conferences and marketing events on behalf of the client.
- Branding and rebranding campaigns and proposals.
- Promotional and advertising campaigns and promotional materials.
- Brand positioning for the client.
- Website content, translation, photography, stock buying.
- Conducted market research and analyzed data to identify customer trends and preferences.
- Collaborated with cross-functional teams to develop and launch new products and promotional initiatives for the client.

S.C Policolor S.A, Bucharest, Romania, Ruse, Bulgaria

**Marketing Manager (B2B) Romania and Bulgaria | Feb 2007 - Mar 2014**

- Designed a marketing plan and the budget for both Romania and Bulgaria for DEKO PROFESSIONAL brand.
- Conducted market research and applied the solutions concluded from these studies revealed for each country.
- Planned and organized the participation in the exhibitions and trade fairs.
- Coordination of cooperation with media and advertising agencies T.V. campaign partnership between CEC Bank and DEKO PROFESSIONAL for the National Program of Building Thermal rehabilitation).
- Responsibilities of the development of the portfolio of products (identification, introduction to the range, support, resetting, until out of range) for all categories: enamels, washable paints, hydro and thermo-insulation solutions and flooring solutions.
- Developed, supported and implemented a plan to promote the products in the portfolio.
- Designed and organized conferences in Romania and Bulgaria to support the sales team.
- Designed studies and market analysis, competition studies for each area and range of products.
- Participation in the organizing of courses and training for colleagues and employees of the company.
- Organized presentations and trainings about the services/products.
- Coordinated the creation of content and promo material digital and printed collateral, sales enablement tools, website, and training.
- Media buying to ensure the brand is delivered consistently internally and externally.

## **EDUCATION & CERTIFICATIONS**

Master of Business Administration (MBA)  
**University Canada West**

Small Business Management Diploma  
**The Bucharest University of Economic Studies / Anglia Ruskin University**

Bachelor's Degree: PR & Communication Sciences  
**Ecological University**

### **Certifications**

- Social Media Marketing Certificate - HubSpot Academy
- Certified Digital Marketing Associate - Digital Marketing Institute
- Marketing Certificate
- Authorized Translator from Romanian Ministry of Justice

### **TECHNICAL SKILLS**

- Digital Marketing Platforms: Google Ads, Facebook Ads, LinkedIn Ads
- Analytics: Google Analytics, SEO Tools (SEMrush, Ahrefs)
- CMS: WordPress
- CRM: Monday, HubSpot
- Microsoft Office Suite: Excel, PowerPoint, Word