

Elena Vieru

Social Media Manager

I'm a Design graduate with roots in Portugal and Moldova, and a journey through Europe, including Italy and Greece. My skills span painting, drawing, design, and marketing. I am driven by curiosity, ambition, and a passion for creative expression.

The journey began on June 21, 1999.



Experience

- AUG 205 - SEP 2024**
Relaxe I Chişinău, Moldova

Marketing Specialist

Develop and implement digital marketing strategies for Facebook, Instagram, and TikTok. Manage content calendars aligned with brand goals and seasonal campaigns. Design visuals for digital and print, including banners, catalogs, and website materials. Collaborate with showroom, sales teams, and influencers on product launches and promotions. Analyze audience behavior and campaign performance to optimize content. Lead creative direction for short-form social media videos.
- Present - FEB 2024**
Freelancer

Digital Brand Manager

Develop and implement online strategies to strengthen brand presence and visibility. Manage social media accounts (Facebook, Instagram, TikTok), create engaging and visually appealing content, and oversee paid and organic digital campaigns. Monitor and analyze performance metrics to refine strategies, improve engagement, and maximize ROI. Ensure consistent brand messaging across all digital platforms, contributing to increased awareness, audience growth, and customer interaction.
- AUG 2024 - MAR 2023**
Teleperformance I Greece

Content Specialist

Review, analyze, and moderate user-generated content for Facebook standards. Handle customer inquiries, resolve issues, and ensure satisfaction in Apple Project. Collaborate, follow policies, and maintain professionalism. Guide and mentor new team members for skill development.
- MAR 2023 - NOV 2021**
Scotch & Soda I Milano, Italy


Style Adviser / Assistant Store Manager


Supervise store operations, assist the manager, and handle cashier duties. Provide excellent customer service, stay updated on product trends, manage stock, and meet sales targets effectively.
- SET 2021 - MAR 2021**
Teleperformance I Portugal

Content Specialist

Conduct content reviews for Pinterest merchants, demonstrating a thorough grasp of the platform's requirements, and diligently report any policy violations or errors encountered.

Contact

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Education

- 2020 - 2019

Fashion Design
Politecnico di Milano, Italy (ERASMUS)
- 2020 - 2017

Design
IADE University, Lisboa, Portugal
- 2017 - 2014

Visual Arts
High School, Quarteira, Portugal

Skills

Canva	●●●●●●
Capcut	●●●●●●
AI <small>Eleven Labs, MecLabs.ai, Chat GPT</small>	●●●●●●
Meta Business Suite	●●●●●●
Adobe Illustrator	●●●●●●
Adobe InDesign	●●●●●●
Adobe Photoshop	●●●●●○
Microsoft Office	●●●●●●
Wordpress <small>Elementor</small>	●●●●○●

Languages

Portuguese	●●●●●●
Romanian	●●●●●●
English	●●●●●●
Italian	●●●●●●
Spanish	●●●●○●

Experience

● **OCT 2021 - DEC 2020**

Vieru Swimwear | Portugal

Owner and Founder

Manage brand operations, including orders, finances, and supplies. Design custom swimwear patterns. Curate unique collections following trends. Handle inventory, presentation, packaging, social media, and E-commerce. Analyze metrics for content improvement.

● **SET 2018 - MAY 2018**

Summer News Bikini Store | Vilamoura, Portugal

Sales Associate & Visual Merchandiser

Efficiently manage order processing, sales, social media, and E-commerce. Offer excellent customer service with deep product knowledge. Keep up with trends, maintain stock, and meet targets using effective sales techniques. Handle cashier duties and adjust store hours as required for business; Design captivating window displays to attract customers; Ensure appealing product presentation; Implement seasonal and trend-focused visual merchandising; Develop signage and graphics for product communication.

● **MAR 2023 - JUL 2021**

Maïson Odd | Portugal

Fashion Designer - Freelance

Create sketches and illustrations in line with Maïson Odd's aesthetic for men's and women's categories. Research materials and trends for informed choices on colors and materials. Meet design calendar deadlines and take full responsibility for materials, sketches, prints, trims, and hardware in product development.

● **FEB 2019 - OCT 2018**

Ion Rotaru Flori | Lisboa, Portugal

Floral Design Assistant - Intern

Aid in floral arrangements and designs; Prepared flowers for various events and displays; Assist to manage floral inventory and freshness; Provide support to floral designer Ion Rotaru on creative tasks; Contribute to achieving visually appealing designs.

● **2016 - 2017**

ABC Models | Portugal | Spain

Show Host for Events | Model | Promoter

Volunteer Work

● **2016 - 2017**

Associação Juvenil Akredita em Ti | Portugal

During my final year of high school, I engaged in volunteer work, an experience I cherish as one of the most rewarding in my life. My role primarily involved providing assistance to children aged 8 to 13. I aided them in their homework, test preparation, and academic improvement. In addition to academic support, I also engaged in meaningful conversations with them, offering guidance to address challenges they faced both at home and in school.

● **2015 - 2017**

High School Students Association | Portugal

During my 11th and 12th grade, I actively participated in the Student Association, which was a pivotal experience. In the first year of my tenure, I held the position of President of the Arts Department. This role entrusted me with responsibilities such as decorating events, curating the artistic ambiance in the school, and orchestrating various functions. In the second year, I had the honor of serving as President of the Students Association itself, affording me the opportunity to organize numerous events and foster a closer connection with my fellow students. Some notable initiatives during my tenure included organizing the Prom and planning the Finalists trip to Spain. I also introduced the "Akredita em Ti" volunteer project to raise awareness among students. To spread love and camaraderie, I created a Valentine's Day box for students to exchange heartfelt messages. Additionally, I initiated a book collection drive, giving a new lease of life to old textbooks from previous years by placing them in the hands of those who couldn't afford to purchase new ones.



portfolio