Laura ANDROS

Copywriter, Social Media Manager @ QUBO Communications
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SUMMARY

Copywriter and Social Media Specialist with valuable background in television and communication. As a young reporter at the national TV channel since 11 years old, before turning 18, performed, alongside the production team, more than 100 reportages on various topics for children, wrote and conducted interviews and live shows. Developed an interest for communication and advertising and focused all the energy and ambition to become resilient and able to multitask, delivering quality content on time. An excellent communicator, being able to communicate effectively with the clients and the team, efficiently conveying and receiving messages in person as well as via email and social media.

HIGHLIGHTS

- Scheduling and Time Management
- Strong written and oral, interpersonal communication skills
- Quick learning and eye for detail
- Active listening and conflict resolution
- Comfortable with public speaking and delivering presentations
- Fluent in Russian and English
- Trustworthy, honest, confident and highly organized

EXPERIENCE

2020 – current, Copywriter and Social Media Specialist
- Implement social media strategies and campaigns
- Manage multiple social media pages (monitor, post, respond to customers' inquiries)
- Write and translate social media posts (Romanian/English)
- Monitor and analyze the performance of social media campaigns
- Collaborate with the design team to develop new visuals for social media content
- Develop and update website content

2020 – 2020, AB Plus Events
Communication Assistant
- Responsible with communication matters related to SHARE Architects – Events
- Edited and conducted interviews with architects
- Wrote and edited invitations, official letters, contracts, reports, budgets
- Responsible with upgrading information for partners
- Worked with graphic designers and other vendors to develop and produce visual materials for the events

2018 – 2019, WebHelp Romania
Customer Support Officer
- Managed appointments, inquiries or complaints from customers or clients
- Improved communication between the organization and its customers

- Offered suggestions/advice about travel routes
- Assisted with placement of orders, refunds or necessary information

2017 – 2018, "JUNII" NGO
Communication Officer
- Initiated communication with potential partners before new projects, collaborations
- Initiated collaborations with other international and local NGOs
- Wrote creative, interesting and engaging projects dedicated to young people, in fields such as culture, entrepreneurship, social skills, media literacy
- Communicated official statements, press releases
- Wrote social media posts reflecting the daily activities in Erasmus+ projects

2017 – 2018, Academic TV, "Vasile Alecsandri" University of Bacau
News reporter
- Collected, wrote and reported news regarding the activities of University of Bacau
- Created and implemented short interviews in various fields (literature, sport, economics)
- Created storyboards for reportages
- Monitored the editing process and adjusted the video materials where necessary

2007 – 2015, Moldova 1
News reporter
- Created TV reportages about children' activities, contests, talent shows, exhibitions, success stories
- Wrote and conducted interviews with children, parents, teachers, national artists
- Researched and filmed new interesting topics for children
- Wrote in an appropriate style, according to the TV show policy and the public

EDUCATION

2022, "The Fundamental of Digital Marketing", Online Course, Google Digital Garage
2020, "The Complete Copywriting Course", Online Course, uDemy
2020, "Alexandru Ioan Cuza" University of Iași, Romania, Master's Degree in Advertising and Public Relations
2019, Latvian Academy of Culture, Riga, Latvia, Erasmus Exchange Mobility
2017, Universita degli studi di Torino, Italy, Erasmus Exchange Mobility
2018, "Vasile Alecsandri" University of Bacău, Romania, Bachelor's Degree in Communication and Public Relations