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ANA MARIA GÎLCESCU

Work experience

Kooperativa 2.0

- Social Media Coordinator Apr 2023 - Present

Managing the Social Media Department, developing strategies to achieve internal objectives, monitoring the progress of departmental tasks, optimizing time efficiency, and providing necessary training to colleagues, monthly social media training for companies or individuals

- Digital Account Manager Oct 2022 - Present

Mediating the relationship between the agency and clients, coordinating project teams, optimizing strategies to achieve objectives, reporting, and budget management

- Social Media Specialist Mar 2020 - Sept 2022

Developing Social Media strategies and audits, optimizing content strategies, client service, coordinating project teams, providing consultancy, content creation, community management, and reporting

Freelance Collaborations

KIMARO Entertainment

- Social Media Specialist Aug 2024 - Present

Social Media Promotion for Rock FM and Magic FM Concerts: plan and execute content with artists, copywriting, real-time content from concerts

Vita de Vie (alternative rock band)

- Social Media Specialist Apr 2023 - Present

Create and manage content across platforms, engage with fans and respond to interactions

Volunteering

- IAA Young Professionals Apr 2020 - Mar 2023

Member of the Social Media Department, GalerIAA 2021 Coordinator, Pastila de Joi 2021 Coordinator, involved in various Social Media projects within the organization

- Student Union of Cybernetics Dec 2016 - Oct 2019

Member of the PR Department, Team Lead for Instagram, Coordinator of "Serile Teatrului Studențesc" 2018, Coordinator of "Ghidul Ciberbobocului" 2018, Mentor, Alumnus

- Europe Direct Argeș Nov 2012 - Aug 2016

Photographer at events, video content creator, logistics activities, and organizing workshops on various European topics for children

Education

- Master's Degree in Social Media and Online Marketing

National University of Political Studies and Public Administration (SNSPA)

2019 - 2021

- Bachelor's Degree in Cybernetics, Statistics, and Economic Informatics

Bucharest University of Economic Studies (ASE)

2016 - 2019

Professional Courses

- IAA School of Marketing and Communication

Strategic Marketing and Communication (Oct 2023 - Feb 2024)

Media Strategy and Planning (Oct - Dec 2021)

Skills

Project Management

Adaptability

Teamwork

Time Management

Critical Thinking

Languages

Romanian - native

English - intermediate