

Tatiana Tricolici
International Communication and Media Student

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A passionate and driven International Communication and Media student with a strong background in marketing, customer service, and project management. Seeking opportunities to apply my diverse skills and creativity in communications, social media management, and brand development within a dynamic and innovative organization.

Education

2022 – Present Bachelor's degree. International Communication and Media, Public and Corporate Affairs. Thomas More University of Applied Sciences. Belgium.

During my bachelor's degree program, I am acquiring solid foundations for international exploration, essential knowledge, skills, and attitudes necessary to excel as a communications and media professional. This includes collaborating with companies such as GREENFORCE, Beer World, Stella Artois, and Happy Hours Market to create marketing campaigns from scratch, which has honed my practical skills in strategic planning, content creation, and campaign management."

2014 – 2017 “Vasile Alecsandri” High School, Classical Studies, Moldova.

I completed a rigorous curriculum centered on classical studies, immersing myself in the literature, history, and languages of ancient civilizations. I excelled particularly in the study of my national language, Romanian, where I honed my language skills through activities such as literary analysis, composition, and engaging in public speaking engagements. This comprehensive approach not only deepened my understanding of language and culture but also strengthened my communication and analytical abilities.

Professional experience

September 2022 – February 2023 Communication and Marketing Assistant, LEONET HOANG, Brussels, Belgium.

- Successfully managed and created content for the gallery's social media platforms, resulting in a 15% increase in engagement and followers over 6 months
- Assisted in planning and executing events and exhibitions, including managing guest lists, creating invitations, and coordinating with vendors
- Collaborated with the gallery's management team to develop and execute marketing strategies, including email campaigns and advertising initiatives
- Conducted market research and analysis to identify trends and opportunities in the art industry, and provided recommendations to improve the gallery's positioning and reach
- Developed strong relationships with clients, artists, and partners, resulting in increased sales and brand awareness for the gallery
- Contributed to the gallery's overall branding and messaging, ensuring consistency across all communication channels and materials
- Demonstrated strong organizational and project management skills, effectively prioritizing and managing multiple tasks and deadlines simultaneously
- Proactively identified areas for improvement and implemented process changes to streamline communication and marketing efforts, resulting in increased efficiency and productivity for the gallery.

LEONET HOANG is a gallery based in Brussels, that exhibits work emerging and established from Belgium and around the world. Their art dates back to the 1920s.

<https://leonethoang.com>

November 2019 – February 2022 Customer support agent, WPG Romania. Bucharest, Romania.

- Processing orders, forms, applications, and customer requests.
- Providing assistance to customers by expediting correction or adjustment, and following up to ensure resolution
- Responding to customer requests through a specific ticketing platform in a timely and efficient manner, consistently delivering accurate and complete information at high-quality standards
- Achieved an impressive average customer satisfaction rating of 92%, reflecting my commitment to providing excellent customer service
- Providing support for clients from diverse companies, including ESL, DreamHack, Wargaming, and ESLgaming, demonstrating my ability to work with different stakeholders and adapt to varying contexts.

WPG (World Phoning Group) is a multilingual contact centre specializing in scalable, custom-tailored customer care solutions, located in Bucharest, Romania.

<https://worldpgl.com>

Certificates

Certificate of Principles of Public Relations and Media, accredited by the University of Colorado, Boulder, 2024

Through this course, I have gained proficiency in defining PR strategies, understanding media dynamics, identifying target audiences, and creating effective communication tools.

Certificate in Fundamentals of Digital Marketing, accredited by One University, 2022

During this course, I gained proficiency in creating digital business strategies, understanding website importance, mastering content creation, SEM, SMM, email marketing and utilizing analytics tools.

Certificate School of Arts specialized in Painting, Moldova, 2014

Engaged in a comprehensive journey, where I developed foundational skills in drawing, painting, and sculpting, alongside gaining valuable insights into the rich tapestry of art history, fostering a deep appreciation for the world of visual expression.

Computer skills

- Proficient in Microsoft Office suite, with a focus on Word, Excel, and PowerPoint for creating and delivering professional documents and presentations.
- Utilized various software packages in work environments, such as Zendesk for customer support, Shopify for e-commerce management, YoPta for inventory tracking, and Slack for team communication and collaboration.
- Skilled in Adobe Creative Suite, including Adobe Premiere Pro for video editing, Adobe Lightroom for photo editing and retouching, and Adobe Photoshop for graphic design and image manipulation.
- Experienced in using Canva and Wix.com to create visually appealing graphics and websites, showcasing creativity and design skills for digital media projects
- Proficient in Mailchimp for email marketing campaigns, WordPress for website content management, and adept at managing social media networks for marketing and engagement purposes

Languages

- Romanian – mother tongue
- English – Advanced C2
- French – Beginner A2
- Spanish – Beginner A2

Additional

- Driving Licence