



ANDRA SFETCU

andrasfetcu.com

Copywriter & Content
Marketer

andrasfetcu@gmail.com
(917) 319-2205
42-29 Judge Street,
Elmhurst, NY, 11373

PROFILE

Strategic communication leader focused on translating storytelling and research into successful inbound marketing campaigns

SKILLS

Search Engine Optimization
Social Media Campaigns
Web Content Creation
Project Management
Process Management
Email Marketing
Storytelling

Fluent in English, Spanish
and Romanian

EDUCATION

BABEȘ-BOLYAI UNIVERSITY
Communication & PR
Bachelor's Degree

Advertising Master's Degree

MARKETING ASSOCIATE INTERN

HudsonWay Immersion School, New York

October- December 2019

Educate the community on the benefits of Immersion Education and increase student enrollment

- Assist with marketing strategies and campaigns implementation
- Increase organic web traffic by 5% in 2 months through efficient CTA and on-page optimization
- Conduct market research and competitive analysis

COMMUNICATION SPECIALIST & EVENT PLANNER

Transylvania College, Cluj-Napoca

September 2017 - August 2019

Build Transylvania College's reputation as an innovative and pupil-oriented British International School

- Increase brand awareness by promoting the school's educational system and benefits through social media, videos, blog articles and press statements
- Increase organic site traffic by 25% through blog articles
- Increase parent engagement in the school life by 60% through the weekly newsletter and parent-focused events
- Increase the number of applicants for the Scholarship Program by 50% by creating and implementing the communication strategy across multiple channels using social media, outdoor advertising, press releases and news coverage

FREELANCE CONTENT WRITER

Interrailguide.com | January 2018 - present

Build the community of Interrail/Eurail travelers

- Write extensive guides on various points of interest for travelers such as how to purchase and use the Passes, travel insurance or relevant mobile apps
- Increase organic site traffic by 30% through SEO-friendly travel guides highlighting main attractions in Europe
- Develop and implement the email marketing strategy

FREELANCE CONTENT WRITER

SMSO.ro | May 2019 - present

Provide specialized marketing knowledge to the Romanian marketing community

- Support the company and their clients on being GDPR compliant through research-based articles
- Increase Lead Generation by 25% by integrating effective CTA and writing SEO friendly blog articles
- Position SMSO as a go-to resource by educating the costumers on the company's product