

Evelina MOLDOVEANU

Adresse e-mail: evelina.moldoveanu@yahoo.com

Née le 27/07/1990 (23 ans)



Formation

2014 – 2015	Master Chef de Produit et Etudes Marketing - Université Paris X Dauphine
2012-2013	Master Economie et Management - Université Paris 1 Panthéon - Sorbonne
2011-2012	Licence 3 Gestion d'Entreprise - Université Paris 1 Panthéon - Sorbonne
2009-2012	Licence Economie et Affaires Internationales - Spécialisation : Finance et investissement international, Académie d'Etudes Economiques, Bucarest
2009	Baccalauréat scientifique (9.29/10) Collège National Gheorghe Lazar, Bucarest

Expériences professionnelles et projets

Aout 2014	Bucharest Summer University 2014
Avr. – Juil. 2014	Business Development Consultant, Oracle Romania
Mai 2014	Unilever Marketing Laboratory Participation au projet de communication et de branding « Cif cleans Romania »
Juil.2013 - Jan. 2014 (6 mois)	Assistant Responsable Marché des Entreprises, Direction des Marchés et des Offres, Pôle Caisses Régionales - Crédit Agricole S.A., Montrouge, Ile de France Pilotage des enquêtes, aide à la réalisation des bagages opérationnels; maintenance commerciale du site intranet; organisation d'événements ; formalisation du Chantier Entreprises 2013 ; veille concurrentielle et information de marché.
Juin- Août 2012 (3 mois)	Stage assistant communication, Direction Commerciale et de la Communication – Crispy Ideas, Bucarest Coordination constante des études de marché, mise en œuvre des politiques marketing de l'entreprise, gestion du portefeuille de produits, veille concurrentielle
2012	MEMOIRE « Risque et contagion - les crises financières et la diversification internationale du risque »
Juin-Juil.2011 (2 mois)	Stage a S.C. TNG Real Estate Management S.R.L, Bucarest Prise de contact avec les clients, tâches administratives, comptabilité primaire.
Eté 2011	Bucharest Summer University 2011
Fév. Mars 2011 (2 mois)	Projet P.O.S.D.R.U. – Académie d'Etudes Economiques, Bucarest Management stratégique : prise de décisions concernant la politique commerciale, marketing, RH et de recherche et développement d'une entreprise fictive

Compétences

Gestion	Management stratégique : forte capacité d'analyse et de synthèse; Marketing et communication : analyse marché et études de marché, lancement produits, publication et communication interne et externe; Gestion des ventes : négociation, techniques de vente;
Bureautique	Maîtrise de la suite Office et des outils internet et CRM

Langues

Anglais, Français, Roumain courant, professionnel
Espagnol intermédiaire

Autres activités

Engagements associatifs : Membre de l'association des étudiants, Académie d'Etudes Economiques de Bucarest, membre du foyer Pierre Olivaint à Paris

Organisation événements : Organisation d'expositions, festivités et soirées de fin d'année universitaire, voyages à l'étranger (France, Angleterre, Grèce, Bulgarie, Autriche), Lycée National Gheorghe Lazar, Bucarest

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WORK EXPERIENCE AND PROJECTS

- August 2014 **Bucharest Summer University 2014 – Financial challenges and new opportunities in a competitive economy**
- April 2014 – July 2014 **Business Development Consultant, Oracle Romania**
Analysed customer needs in terms of current business obstacles, identifying projects
Presented and articulated product features, benefits, future product direction
Responsible for building sales pipeline and for coordinating sales efforts with both Inside and Field sales reps
Managed multiple projects simultaneously
- May 2014 **Unilever Marketing Laboratory**
- July 2013 - Jan. 2014 **Assistant French Business Market Manager at Crédit Agricole S.A., Montrouge, Ile de France, France**
(6 months)
Was involved in the strategic market planning for the 39 co-operative retail banks of Crédit Agricole in France as well as in the marketing research and market studies
Proposed many strategies of segmentation in order to adapt our services and products to a market whose needs are constantly changing and to offer a better service quality
Supported the achievement of the informational leaflet including information about our services or products but also instructions for the corporate relationship managers
Coordinated the activity of other 3 members of the Events Planning Department
Was involved in developing a new commercial strategy that will be adopted by the 39 co-operative retail banks in France
- July-Aug. 2012 **Assistant Marketing Manager at Crispy Ideas, Bucharest, Romania**
(3 months)
Coordinated the market research in order to keep up with our competitors and adapt our product and service portfolio
Developed our portfolio and identified and analysed potential suppliers
Developed promotional campaigns for the most notorious brands and companies on the Romanian market
Identified a couple of prospects and developed our commercial and marketing strategy
Proposed many solutions for our business' marketing and communication campaign
Accurately forecasted business targets and opportunities in territory
- 2012 **Dissertation : « Risk and contagion – financial crisis and international risk diversification »**
- June-July 2011 **Assistant manager at S.C. TNG Real Estate Management S.R.L, Bucharest, Romania**
(2 months)
Was in charge of the main logistic activities, planned and organised meetings with several partners and clients and participated at the negotiation of the contracts
Had several administrative and primary accounting activities
- August 2011 **Bucharest Summer University 2011 – Developing the renewable energy market**
(2 weeks)
Worked in a team at a couple of case studies and attended a few conferences about renewable energy
- Feb. - March 2011 **P.O.S.D.R.U. Project – Académie d'Etudes Economiques, Bucarest**
(2 months)
Worked in a team at a case study which simulated real life situations of a company and took decisions concerning the marketing, HR, financial and commercial strategy for a fictive company

EDUCATION

- 2014 - 2015 **Université Paris X Dauphine, Master Chef de produit et études marketing**
- 2011-2013 **Université Paris 1 Panthéon - Sorbonne, Paris, France**
Master in Business Management and Economics
 Core courses: Strategic Marketing, International Project Management, International Finance, Social media and Communication, Strategic Brand Management
- Bachelor in Business Management**
 Core courses: Business Management, Human Resources, Marketing Surveys Analyse
- 2009-2012 **Academy of Economic Studies, Bucharest, Romania**
Bachelor in International Relations – International finance and investment
- 2009 **National High School Gheorghe Lazar, Bucharest, Romania**
Baccalaureate diploma (9.29/10)

SKILLS

- Management and organizational skills** I have strong analytical skills and strategic thinking. I am a very organized, dynamic and results oriented person.
 I like having multiple responsibilities and I deal with deadlines.
- Social skills** I adapt and acquire very fast new competences. I have strong communication, negotiation and persuasion skills.
- Computer skills** Microsoft Office pack (Word, PowerPoint, Publisher, Excel, Outlook and Acces), C++, CRM and Photoshop.
- Native language** Romanian
- Foreign languages** Levels according to the Common European Framework of Reference for Languages

	Comprehension				Speaking		Writing	
	Reading		Listening		Taking part in a conversation			
French	C2	Proficient	C2	Proficient	C2	Proficient	C2	Proficient
English	C1	Proficient	C1	Proficient	B2	Intermediate	B2	Intermediate
Spanish	B2	Intermediate	B2	Intermediate	B1	Intermediate	B1	Intermediate

OTHER ACTIVITIES

Events planning: Organization of exhibitions, prom parties, travels abroad (France, England, Greece and Turkey), contests and fundraising events (National High School Gheorghe Lazar, Bucharest)

Member of the cheerleading team in 2008 and the high school's dance crew in 2009.

Member of the Erasmus Student Organisation "So Sexy Erasmus in Paris" in 2011

Participated at:

- Scientific Communication Session organized by the Academy of Economic Studies, Bucharest
- Comenius programs
- "La chasse au trésor" contest organized by the French Institute in Bucharest
- Erasmus International Student Exchange in 2011