

## Professional profile

---

Highly motivated and educated profile. Organized, hardworking and energetic. Experienced to work in tough environments, solving problems with creativity and continuously updating the knowledge in Management, Marketing, Communication, Leadership, Promotion, Customer Service, Operations, Digital marketing and SEO. **QTS** and **BSc** Degree, **BA** in Letters, **Masters** in Global Strategic Management, **Italian** citizen. Undertaking PhD in Education.

## Core skills

---

Teaching, Lecturing, Curriculum development

Foreign languages: Fluent in Italian, French, Romanian, English, speaking and writing.

BA, BSc in Business Management & Entrepreneurship, Masters in Global Management

## Career summary

---

September 2022. - Present      University College Birmingham  
Business Lecturer, BTEC Level 3 and ACCESS to HE,  
Business Management.

March 2019 – August 2022      King Solomon International Business School  
EAL teacher, Business teacher, Maths Teacher

October 2018- March 2019      Azzurri Group Ltd  
Supervisor

### *Key responsibilities*

- *Help the managers and assistant manager in their activity, ensure high standard of customer service at all times.*

September 2017-October 2018      ExtraPersonnel Agency

September 2009 – July 2015      “Big Smile”, “Fun4All” After Schools, Bucharest

English Teacher

- The skills that I have improved working with small children: great patience, physical strength, increased attention, enriched knowledge on the most relevant pedagogical methods for lessons with small children.

August 2015-June 2016 Happy Planet Kids Ltd, Bucharest, Romania

EY English and Maths Teacher

September 2007 – December 2008 Supermarket “Hard § Brand”, Marina di Ragusa, Sicily, Italy

Supervisor

Key achievements

- Negotiated lower rates with suppliers which enabled the company purchase more stock and increase its volume of sales by an additional 500.000 euros.
- Developed a direct marketing campaign and new brochure that cleared end-season stock with a 15% profit margin.

January 2007- August 2007 GH. Airinei Telecommunications College, Bucharest, Romania

English Teacher

Key achievements

- Successfully teaching English students age 14-18 and preparing them for Baccalaureat exams.

October 2005 – December 2006 “Autogrill” Spa Ragusa Sud, Italy  
Supervisor

Key achievements

- Devised and implemented a new customer loyalty scheme which saw an uptake of more 1000 new customers, monthly.
- Boosted sales of own produced paninis and lunch menus by euros 250k, representing a 35% increase year-on -year.

January 2003-August 2005 Association “Iniziativa per la Sicilia” (Initiative for Sicily), Ragusa, Italy  
Assistant Manager

Key achievements

- I have organized various fashion shows, jewellery exhibition, from concept to completion, I have created marketing strategies with the goal of generating new opportunities for the sales team.
- Managed events up to 2000 guests and ensured the execution of services including but not limited to public/guest safety, cleanliness of facility, halls set-up, power distribution, lighting.

September 2000– November 2002 ‘GEFRI’ Private Kindergarten, Bucharest  
Owner and General Manager

Key achievements

- I have been a pioneer in establishing a private kindergarten in the centre of the

Romanian Capital, thus answering the needs of the mothers who worked at the Corporation Offices located near my private institution.

- I have created a high-level educational organization, with IT and music lessons, with English and French in the curriculum, organising numerous extra-curricular activities to the main Bucharest Museums, parks, concerts, theatres.

March 1996 – January 2000 “Italcommercio” Ltd. Import-Export (Floor tiles and Appliances), Bucharest, Romania  
General Manager & Associate

#### Key achievements

- From a small company with a cash flow of euros 2,000 per month and 3 employees, I have touched the level of euros 30m in one year, 3 stores and 2 warehouses, continuously increasing the sales and with a strong and trained team of 15 employees.

January 1993 – December 1994 “Quadra” Advertising, Bucharest, Romania  
Account Assistant Manager

#### Key achievements

- Successfully negotiated lower advertising rates which resulted in the company to extend its activity and contracts with important companies like Pepsi and Nestle.
- Managed the Clients Portfolio and communicate to the accounts on a regular basis, prepare different approaches for new advertising campaigns and contracts.

September 1982 – January 1993 124 Primary and Secondary School, Bucharest, Romania

Primary Teacher

#### Key achievements

- Successfully teaching young students the subjects: Maths, English, Science, Music, Arts and Physical Education.

#### Education and qualifications

---

- **Undertaking PhD in Education.**
- **Masters** in Global Strategic Management, QA & Roehampton, 2021.
- **QTS, UK: October 2020.**
- **BSc Business Management and Entrepreneurship**, QA Roehampton, 2020, Birmingham, **2:1**.
- Level 3 in Training and Education – Highfield Education and Train Aid – Sept. 2017, Birmingham, UK.
- Graduated, Letters **BA**– University of Bucharest, Bucharest 1992.
- Professional Business Counsellor – Washington State University and Academy of Economic Studies, Bucharest, June 1998.
- Early Years Teacher – Pedagogical Highschool, 1982, Bucharest.
- Languages: French, Romanian, Italian, English excellent reading and writing, Spanish, Bulgarian reading level.
- Dual Citizenship, Italian passport, settled status.
- Interests:
  - Painting, Photography, music, windsurf.
  - I had two personal exhibitions in Italy, 2004 and 2005, Painting and Photography.

