

Simona- Diana Saptebani

I am a young marketing professional with plenty of energy and strong will to learn and apply my knowledge in a challenging working environment.

I have a BEng. in Industrial Engineering and a MSc. in International Marketing. I strongly believe that my education and my professional experience helped me develop the following competences:

- Complete perspective (technical and economical) when dealing with problems;
- Strategic and analytical thinking;
- Good understanding of complex products and situations;

In addition to this, my linguistic competences and my international experience give me a global openness and help me to easily communicate internationally and adapt to different cultures.



Professional experience:

03/2014 – present	<p>Marketing Trainee, Novartis Oncology (San Jose, Costa Rica) Activity Field: Pharmaceutical Industry (Oncology)</p> <ul style="list-style-type: none"> - Product management assistance (strategic and tactical planning, execution) - Event organization, marketing materials design and approval - Leadership of Acromegaly Awareness Campaign 2015 	
12/2013 – 02/2014	<p>Recruiting tool testing participant, Peerpilot (Aalborg, Denmark) Activity Field: Web-based recruiting solutions</p> <ul style="list-style-type: none"> - Test of the Peerpilot recruiting tool using a business/technical (Grundfos study case) - Feedback for recruiting tool improvement in terms of user experience - Plan of a new version of the tool according to the testing results 	
04/2013 – 06/2013	<p>Marketing Internship, Thoreo Aps (Aarhus, Denmark) Activity Field: Business Consultancy (Export)</p> <ul style="list-style-type: none"> - Creation of promotional materials - Website Management – www.thoreo.com - Social identity (LinkedIn, Facebook, Twitter) - Event organisation - Public relations 	
05/2011 – 01/2012	<p>Online Marketing Internship, Get2market Aps (Aalborg, Denmark) Activity Field: Business Consultancy</p> <ul style="list-style-type: none"> - Design and creation of the websites www.reopack.dk / www.reopack.com and www.g2m.dk according to the needs of the companies - Eye-tracing studies on the websites (eye-tracking is a user involvement method that analyzes the attention that user give to certain materials on computer) 	
06/2010 – 08/2010	<p>Volunteer, Marketing Department at Aries-TM (Timisoara, Romania) Activity Field: Professional non-governmental organization that promotes and protect the ICT Industry field in Romania</p> <ul style="list-style-type: none"> - Involvement in the organization of events (contact of participants, help with the logistics) - Evaluation of the event by interviewing or sending surveys to participants 	

- 03/2010 - | **Internship, Marketing and Sales Department, Auromedia S.R.L.** (Timisoara, Romania)
06/2010
- Activity Field: Development of advertising materials
- Contacting and meeting with current and new costumers
 - Marketing consultancy



Education:

- 09/2010 - | **MSc. In International Marketing (120 ECTS), Aalborg University** (Aalborg, Denmark)
06/2012

Master projects:

- Internationalization Process, Global Value Chain and International Strategy for Grundfos A/S
- Growth Strategy for Med 24 Aps based on Consumer Segmentation and Competitors Benchmarking
- Strategy of Market Expansion in Denmark applied to Coffee Shop Chain Industry (Study Case - Starbucks)
- Marketing Strategies for Improving Vipp's Consumer Behaviour and Product Process Development
- Tourism Strategies and Experience Economy Studies focused on How to Attract Tourists in Brønderslev
- Country of Origin Image Influences on Consumer Product Evaluation - The case of Romania

Master thesis:

- *"The Impact of Multiple Countries of Origin Image on Consumer Perception Concerning Hybrid Products"*
 - Analysis of how consumers deal with the information regarding countries of origin in the case of hybrid products
 - Discussion of the difference between the "country of origin" and the "manufacturing country"
 - Quantitative marketing research



- 10/2006 - | **BEng. in Industrial and Economical Engineering(Electrical Engineering), (240 ECTS), Polytechnic University of Timisoara** (Timisoara, Romania)
07/2010

Bachelor Projects:

- Logistic Plan Creation and Analysis for Dacia S.A.
- Marketing Plan for Developing and Promoting a Cycling Service as Public Transportation in Timisoara
- Accounting Activities in Firm Formation, Production Launching and Profit - Loss Analysis
- Design of Information System for Data Storage and Data Circulation through the Departments of the Company AEM S.A.
- Creation of a Quality Management Handbook for Electrica S.A.
- Consumer Satisfaction Evaluation by Modelling a Fuzzy System in Matlab

Bachelor Thesis: *"Marketing Research Concerning the Movidius' End Consumers Preferences related with mobile applications"*



Independent Courses:

- 10/2013 | **Positioning Strategy for International Companies, Michael Sherain** (Aarhus Denmark)
- Practical tools that help companies build strategic differentiation.
 - The benefits of a clear positioning strategy
 - Uncover of the positioning strategies of competitors
 - Evaluation and strengthening of a company's positioning strategy
 - Implementation of a positioning strategy to align international activities and drive growth



- 05/2010 - 06/2012** | **Danish Language certificate, Sprogskole** (Aalborg, Denmark)
 - Certifies a upper intermediate Danish language level (B2 in the Common European Framework of reference)
- 02/2013 - 03/2013** | **Clarification Course with focus on Export, Novum** (Aarhus, Denmark)
 - Career clarification and coaching
 - Tools for export and market analysis
 - Corporate culture and active sales
- 03/2012** | **Innovact Campus Award 2012** (Reims, France)
 - European competition that is awarding the most innovative and bold start-up projects presented by French and European students
 - Submission of business ideas (I was selected as one of the finalists and got invited to Reims to present my idea)
- 02/2011** | **Solution Camp, AAU Match Making** (Aalborg, Denmark)
 - Developing creativity skills in finding solution to a given problem
 - Finding solutions for Gabriel S.A. and Hydrema S.A.
- 03/2010 - 05/2010** | **Sales School, Aiesec** (Timisoara, Romania)
 - Public Speaking and Presentation skills improvement
 - Negotiation and Persuasion training
 - The flow of a sales meeting training and simulation of a sales meeting
- 01/2010 - 06/2010** | **Sales Manager Course, R&B Consulting and EU** (Timisoara, Romania)
 - Strategic Management training related to sales
 - General Marketing, Promotion and Advertisement
 - Business Communication
 - Human Resources Management
- 03/2011** | **Negotiate for Success, Berlitz and Best Timisoara** (Timisoara, Romania)
 - Negotiation skills improvement
- 03/2010** | **Project Management, Delta HR and Best Timisoara** (Timisoara, Romania)
 - Training concerning project's scope, time, quality and budget with focus on meeting pre-defined objectives
- 12/2009 - 01/2010** | **Start-up Generator, UBIT Timisoara** (Timisoara, Romania)
 - Market Research
 - Business Financing
 - Technologies and processes used in developing IT products and services
 - Registration of company, intellectual property protection, licensing, litigation
- 11/2009 - 12/2009** | **Entrepreneurs Factory, CDC Timisoara** (Timisoara, Romania)
 - Career Planning and Personal Development
 - Business Planning and Legal Issues
 - Leadership, Time Management and Communication



Language competencies:

Romanian (mother language); English (fluent); Spanish (fluent); Danish (intermediate level)

IT competencies:

- Microsoft (excel, word, power point, project management, share point)
- Photoshop
- SPSS

Personal competencies:

In a team I am usually the organizer. In general I am disciplined focused on getting the job done on time. I am always looking after the efficiency of the work. I can describe myself as being a systematic person whose main goal is to turn ideas into action. I am also the person that comes with the ideas but I am very supportive and opened to hear others' ideas and opinions.