

in www.linkedin.com/in/simonasaptebani



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:

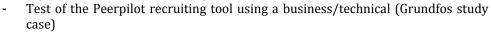
03/2014 -Marketing Trainee, Novartis Oncology (San Jose, Costa Rica) present Activity Filed: Pharmaceutical Industry (Oncology)

Product management assistance (strategic and tactical planning, execution)

- Event organization, marketing materials design and approval
- Leadership of Acromegaly Awareness Campaign 2015

12/2013 -**Recruiting tool testing participant, Peerpilot** (Aalborg, Denmark) 02/2014

Activity Field: Web-based recruiting solutions



- 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 -Marketing Internship, Thoreo Aps (Aarhus, Denmark) 06/2013

Activity Field: Business Consultancy (Export)

- Creation of promotional materials
- Website Management www.thoreo.com
- Social identity (LinkedIn, Facebook, Twitter)
- **Event organisation**
- Public relations

05/2011 -Online Marketing Internship, Get2market Aps (Aalborg, Denmark) 01/2012 Activity Field: Business Consultancy

- Design and creation of the websites www.reopack.dk / www.reopack.com and www.g2m.dk according to the needs of the companies
- Eve-tracing studies on the websites (eve-tracking is a user involvement method that analyzes the attention that user give to certain materials on computer)

06/2010 -Volunteer, Marketing Department at Aries-TM (Timisoara, Romania) 08/2010

Activity Field: Professional non-governmental organization that promotes ad protect the ICT Industry field in Romania

- Involvement in the organization of events (contact of participants, help with the
- Evaluation of the event by interviewing or sending surveys to participants













03/2010 - 06/2010

Internship, Marketing and Sales Department, Auromedia S.R.L. (Timisoara, Romania)



THE NEW GROUND

Activity Field: Development of advertising materials

- Contacting and meeting with current and new costumers
- Marketing consultancy

Education:

09/2010 - 06/2012

MSc. In International Marketing (120 ECTS), Aalborg University (Aalborg, Denmark)

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 - 07/2010

BEng. in Industrial and Economical Engineering(Electrical Engineering), (240 ECTS), Polytechnic University of Timisoara (Timisoara, Romania)

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

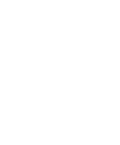
Bachelor Thesis: "Marketing Research Concerning the Movidius' End Consumers Preferences related with mobile applications"

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
02/2013 - 03/2013
03/2012
02/2011
03/2010 - 05/2010
01/2010 - 06/2010
03/2011

Danish Language certificate, Sprogskole (Aalborg, Denmark)

Certifies a upper intermediate Danish language level (B2 in the Common European Framework of reference)



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)

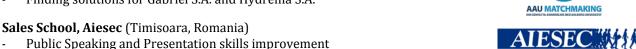
- European competition that is awarding the most innovative and bold start-up projects presented by French and European students
- Submission of business ideas (I was selected as one of the finalists and got invited to Reims to present my idea)



02/2011 Solution Camp, AAU Match Making (Aalborg, Denmark)

Negotiation and Persuasion training

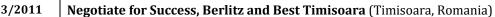
- Developing creativity skills in finding solution to a given problem
- Finding solutions for Gabriel S.A. and Hydrema S.A.



Sales Manager Course, R&B Consulting and EU (Timisoara, Romania)

The flow of a sales meeting training and simulation of a sales meeting

- Strategic Management training related to salesGeneral Marketing, Promotion and Advertisement
- Business CommunicationHuman Resources Management



- 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



- Business Financing
- Technologies and processes used in developing IT products and services
- Registration of company, intellectual property protection, licensing, litigation

11/2009 - Entrepreneurs Factory, CDC Timisoara (Timisoara, Romania) Career Planning and Personal Development Business Planning and Legal Issues

- Leadership, Time Management and Communication

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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

12/2009 -

01/2010

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.









