

Ruxandra Fediuc

Passionate, data-driven digital marketing technologist. PPC & analytics certified.

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Relevant Experience

Cymax Stores Inc. Digital Marketing Analyst - June 2014 to present

Vancouver, BC
cymax.com

Created, monitored and optimized large-scale, complex ecommerce search engine marketing campaigns by studying market tendencies, analyzing competition, measuring results, and setting up new strategies. Managed three major product categories (bedroom, kids & baby furniture), covering over 300 campaigns and an average monthly spend of over \$200,000, using both manual and automatic bidding strategies. Worked jointly with IT and Merchandising to constantly improve the quality and performance of the landing pages, and to increase conversion rates.

Initiated and implemented an AdWords script to facilitate keyword expansion. Managed and optimized company's display remarketing campaigns. Coordinated the implementation of Universal Analytics and Enhanced Ecommerce through Google Tag Manager, by thoroughly planning out necessary data layer structure across all page types. Daily use of: DoubleClick Search, Google AdWords, Bing Ads, Microsoft Excel, IBM Cognos, Google Analytics, Google Tag Manager, Facebook Ads.

Roxana Albusel Photography Digital Marketing Consultant - May 2014 to July 2014

Vancouver, BC
roxanaphotography.com

Built WordPress driven website and migrated existing content to the new CMS. Set up email marketing strategy. Implemented Google Analytics, Google Tag Manager, Google Webmaster Tools, and set up basic search engine optimization.

Canadian Cancer Society BC Media Relations Intern/Volunteer Team Leader - July 2013 to present

Vancouver, BC
cancer.ca

Media relations and social media marketing for the 2013 Cops for Cancer Tour de Coast. Led the 2013 Daffodil Street Team Campaign in Vancouver: assisted with planning, volunteer recruitment & training, revenue collection. Created a volunteer handbook to lay out directions for the 2014 team. Became the go-to person for support and advice. Joined in 2015 as Street Team Captain.

We Act Responsibly! CSR Social Network Digital Communications Manager - June 2011 to May 2012

Bucharest, Romania
actionamresponsabil.ro

Developed and coordinated the implementation of the project's communication strategy. Managed digital marketing and the development of a social network dedicated to social responsibility professionals. Organized workshops & conferences.

Continental Hotels Digital Marketing Specialist - August 2010 to June 2011

Bucharest, Romania
continentalhotels.ro

Managed the exposure, inventory and sales of the chain's nine hotels on the most popular travel and hospitality websites (Tripadvisor, Booking.com, Expedia, Hotels.com, and more), and other affiliate programs. Worked with Fastbooking.com on optimizing website reservations engine and on setting up a tool for quick rate and inventory updates. Supported IT in website maintenance and upgrades. Provided guidance to the Marketing team in online communication activities (social media and content management). Took the lead on the development and execution of a new corporate website.

Arhipelago Interactive Digital Media Sales Manager - July 2008 to August 2010

Iasi, Romania
arhipelago.com

Coordinated marketing and sales of digital advertising and premium subscriptions for a publishing network of over 30 websites. Daily use of Google Analytics, Google Ad Manager, and Google AdSense. Reported directly to the CEO and handled business development and product management on his behalf.

Accomplishments

Increased revenue by 35% (margin maintained)
Increased click-through rate by 10%
Increased conversion rate by 8%
Developed keyword expansion script
Undertook thorough ad performance analysis
Initiated & planned complex analytics tracking

Enhanced website aesthetics and usability
Improved website functionality & SEO ranking
Generated 30% increase in website leads

75% year-over-year increase in media hits
Increased social media engagement
Engaged 100+ volunteers
Raised over \$18,000 for cancer victims
Exceeded target by over 40%

Increased website traffic by 30%
Increased email subscribers by 15%
Consolidated social media presence

Optimized user experience on new website
Optimized hotels' presence on travel portals
Increased travel portals revenue by 30%
Increased website reservations revenue by 50%
Implemented first social media strategy

Doubled customer base
Increased revenue by 60%
Set out first social media strategy
Built & maintained valuable partnerships

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Education

Organizational Management	Master's Degree. Faculty of Economics and Business Administration - 2008 to 2010 "Alexandru Ioan Cuza" University, Romania. Ranked 3 out of 41 graduates.
Economics & Business Administration	Bachelor's Degree. Faculty of Economics and Business Administration - 2005 to 2008 "Alexandru Ioan Cuza" University, Iasi, Romania. Major in Management. Ranked 2 out of 140 graduates.
Entrepreneurial Marketing & Sales	Business Mentoring Program Romania - January - February 2012 Trainers: Kenneth Morse & Bill Aulet, Managing Directors, MIT Entrepreneurship Center
Languages	English (proficient), Romanian (native), Spanish (beginner). German (beginner)

Certifications

Google AdWords Certification - July 2014
Google Analytics Certification - June 2014
Bing Ads Certification - January 2015
DoubleClick Search Certification - June 2014
Hubspot Inbound Certification - May 2014
HootSuite Social Media Certification - March 2015

Recommendations (Source: LinkedIn)

“ Ruxandra joined our marketing team with the promise of data driven results and she delivered. She is a fast learner with a strong marketing background who is eager to tackle complex problems. She has a deep interest in analytics and is able to apply what she learns quickly and efficiently. Extremely kind and resourceful, Ruxandra loves to share her knowledge along with any findings she comes across that may improve our daily processes. Highly enthusiastic, curious, and hardworking, she is a pleasure to work with. Ruxandra would be an asset to any team.

Alicia Fu – SEM/SEO Marketing Analyst at Cymax Stores Inc.

“ Ruxandra was a great addition to our team. Creative, energetic and passionate, her efforts really help us reach and exceed our fundraising goal. Her ability to motivate volunteers was inspiring, and her organizational skills were impeccable. Working with Ruxandra was a true pleasure and I would highly recommend her for your team.

Chad Embree – Senior Online Events Coordinator at Best Buy Canada (Street Team Project Manager, 2013 Daffodil Campaign)

“ Ruxandra (...) was our resident social media expert, engaging an entire community of Tour participants and stakeholders in our most active and successful online effort to date. She went above and beyond in every single task, always on time and with the highest quality.

Thanks to Ruxandra's skills and work ethic, she left our organization with some excellent results and fantastic recommendations. The invaluable contributions she made during her internship helped support the Society's mission to eradicate cancer and enhance the quality of life of people living with cancer. It was a true pleasure having Ruxandra on my team and I wouldn't hesitate to recommend her for a permanent position if the opportunity arose.

Gina Ungaro – Media Relations and Marketing Coordinator at Canadian Cancer Society

“ I have never worked with anyone more dedicated to the job and also equally excited about the project... [Ruxandra] went above and beyond by also teaching me about Google Analytics, Mail Chimp, HootSuite and various other platforms that benefited my business... I couldn't say enough good things about Ruxandra's knowledge, dedication and passion to the project.

Roxana Albusel – Owner & Photographer at Roxana Albusel Photography

MOOCs

HTML, CSS, SQL, jQuery & Javascript - 2015
Finalized a variety of online courses on CodeCademy, CodeSchool, General Assembly, and currently learning to code on FreeCodeCamp.com.

Model Thinking - November 2012
University of Michigan (Coursera)

Operations Management - November 2012
Wharton University of Pennsylvania (Coursera)

Statistics One - September 2012
Princeton University (Coursera)

Skills

Digital analytics & reporting
Ecommerce optimization
Conversion optimization
Search engine marketing
HTML, CSS, Wordpress
Basic JavaScript & SQL

Marketing communications
Event management
Project management
Strategy development
Data analysis (Excel, SPSS, R)

Quick learner & insatiable for knowledge
Strong work ethic & positive attitude
Diligent & empathetic team player
Highly proactive self-starter
Getting Things Done® advocate
Problem solving oriented
Flexible & adaptable