

# Crista Balan

## Digital Marketing Specialist

### Studies

- Business University of Rome, "Master's Arts and Culture Management" 2021-2022 (Rome, Italy)
- NHLStenden Univeristy of Applied Sciences, "Media and Entertainment Management" 2017-2021 (Leeuwarden, Netherlands)
- Panyapiwat Institute of Management, "Integrated Digital Marketing" 29/04/2020- 28/06/2020 (Bangkok, Thailand)
- Triatma Mulya Stenden Bali, "Media Innovation and Tourism" 30.01.2020- 12/04/2020 (Indonesia)
- Deutsche Goethe-Kolleg Bukarest, Bucharest Romania 2005-2017

### Work Experience

- 22/10/2021 - present  
**Viral Content Creator**  
Digital Web Properties, Bucharest, Romania
- 22/09/2021 - present  
**Vice President/Co-Founder**  
ORTAC Cultural Association, Bucharest, Romania
- 09/10/2020 - 09/10/2021  
**Marketing Specialist / Webdesigner**  
Kelton Digital Marketing, Bucharest, Romania
- 01/09/2019 - 30/10/2019  
**Social Media Team Content Creator**  
NHLStenden, Leeuwarden, Netherlands
- 01/11/2016-26/07/2017  
**Actor**  
ACTING UP ASSOCIATION , Bucharest, Romania

### Skills

- Adobe CC: Illustrator/Photoshop
- Wordpress + Plugins ( WPML, WooCommerce, MailChimp, SSL)
- Branding and Communication
- Facebook/ Instagram/ Google Ads
- Copywriting / Content creation
- Social media planning and strategy
- SEO



"I would define myself as being highly creative and passionate. I like turning ideas into concepts and ultimately bring them into reality. My mission is to help brands send the right message to the right audience. As a marketer and content creator, my core value is to be responsible for the message I am sending out in the world."

### Passion

"My hobbies include reading, self-development, mindfulness and acting. I am very active in the cultural area and I am very considerate towards any form of art."

### Acknowledgements

- German / DSD 2/ C1
- English / CAE/ C1
- "Certificate of Appreciation"  
Video promotion award for Sandwichopedia Restaurant in Bali.
- "Best Scriptwriter Award"  
Award for most original script in the youth arts festival "Ideo Ideis".

### Contact

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