



George Cristian Nistor

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About me: From Gura Humorului, Bucovina, Romania, now in Iasi,
Assistant Professor at "Alexandru Ioan Cuza" University and Brand
Manager at SCC Services Romania

● WORK EXPERIENCE

01/12/2019 – CURRENT – Iasi, Romania

BRAND MANAGER – SCC Services Romania

Brand strategy, including the setting of style guides, brand guidelines, brand vision and value proposition for short as well as long term

Planning and execution of all communications and media actions on all channels, including online and social media

Assisting with product development, pricing and new product launches as well as developing new business opportunities

Creating and managing promotional collateral to establish and maintain product branding

Managing the budget for advertising and promotional items

01/10/2019 – CURRENT – Iasi

ASSISTANT PROFESSOR – Alexandru Ioan Cuza University, Faculty of Economics and Business Administration

Coordinate with professors to prepare classes materials.

Presentations using lectures, discussions or controlled games.

Monitor student performance and record relevant evaluation data.

disciplines:

Marketing

Digital Marketing

Graphics and Design

Promotional techniques

Strategic Marketing

Business Sales Management

01/11/2019 – 01/03/2020 – Iasi, Romania

DIGITAL EXPERT-DIGITAL CITIES CHALLENGE – European Commission

I worked with a multi-disciplinary team to make Digital Transformation happen in Iasi, Romania.

The Digital Cities Challenge is a tailored programme of coaching and facilitation launched by the European Commission to help 15 cities develop and implement digital policies that can transform day to day life for residents, businesses, workers, and entrepreneurs.

<https://www.digitallytransformyourregion.eu/>

01/07/2020 – CURRENT – Iasi

MARKETING UNICORN OFFICER – HEREITIS

The HereltIs application takes the GSP data of the buses / trams exposed through an Open Data API by the regional transport companies and displays this data in real time and in motion on a map as well as on a panel where we can see for each station the estimated arrival times. . These data can be displayed with any frequency coming from the regional transport (currently this is 30 sec).

The application has the necessary maps to run in all major cities in Romania.

More info:

<https://www.facebook.com/hereitis.ro/>

<http://www.hereitis.ro>

01/06/2019 – CURRENT – Iasi, Romania

CO-FOUNDER – The MXP.ro

Today, marketing leaders are expected to guide strategic decision-making and drive revenue growth. At The Marketing Experience, you will learn how to bring your marketing vision to life and execute your plans with the right mix of actions, technologies and partners.

The Marketing Experience Conference is a one of a kind and unique event for the region, made for marketers, technologists and entrepreneurs alike.

More info:

<http://themxp.ro/>

19/07/2016 – 30/11/2019

DIGITAL MARKETING AND COMMUNICATION EXECUTIVE – CONDUENT ex part of XEROX Corporation from 1st of January 2017

Identify new trends in digital marketing, evaluate new technologies and ensure the brand is at the forefront of industry developments, particularly developments in mobile marketing

Develop and manage digital marketing campaigns

Oversee a social media strategy

Manage and maintain the organisation's website(s)

Write and optimise content for the website and social networking accounts such as Facebook and Twitter

Track and analyse website traffic flow and provide regular internal reports

Attain key performance indicators such as reducing the website bounce rate, increasing dwell time or improving conversion

Continually work on the Search Engine Optimization of the website(s)

Fix any errors or bugs in online content

Edit and post videos, podcasts and audio content to online sites

Arrange webinars and webcasts

Create online banner adverts and oversee pay per click (PPC) ad management

Write copy for email marketing campaigns

Work on printed material to supplement online products

Attend product launches and networking events

Iasi, Romania

01/10/2004 – CURRENT

DIGITAL MARKETING MANAGER – American Experience

Develop strategies for American Experience digital marketing program to achieve reach and engagement goals across social platforms and websites, including, but not limited to:

Facebook, Instagram, Twitter, LinkedIn

Plan advertising and promotional campaigns include digital, print, radio and outdoor to drive ticket sales and create awareness

Generate engaging social media content

Monitor site traffic and analytics across all digital platforms

Create and manage all email campaigns

Develop and implement paid digital advertising campaigns across a variety of channels

Provide reports of the effectiveness of all advertising campaigns

Assist with creating strategies to increase fan experience through analytical research and building fan profiles

Develop new ways to generate ticket sales and improve ROI through digital channels

Analyze sales and generate leads through Google Analytics, Came from Codes and other channels

Proactively research trends, best practices and emerging technologies to stay on the forefront of new media and establish American Experience as a leader in social media

Develop marketing plans and strategies for upcoming events Implement marketing plans including creation of advertising materials, media buying, promotions, grassroots, interactive efforts and public relations for events

Coordinate marketing efforts between promoters, artist management and local media

Manage content on the American Experience website

Handles sensitive/confidential information appropriately

Ability to work nights, weekends and select holidays, in addition to traditional business hours

Cluj Napoca, Romania

01/10/2007 – 30/09/2019 – Iasi, Romania

ASSOCIATE PROFESSOR – Alexandru Ioan Cuza University, Faculty of Economics and Business Administration

Coordinate with professors to prepare classes materials.

Presentations using lectures, discussions or controlled games.

Monitor student performance and record relevant evaluation data.

disciplines:

Marketing

Digital Marketing

Graphics and Design

Promotional techniques

Strategic Marketing

Business Sales Management

Iasi, Romania

01/10/2005 – 01/10/2014

REGIONAL DIRECTOR – American Experience

Coordination of local centers in Moldova

Sales and recruitment team management for subordinate offices

Recruitment, training, evaluation and development of subordinate staff
Follow-up of sales targets: target and indicators
Training sessions with subordinate staff (sales techniques, merchandising)
Participation in annual inventory and inventory unannounced at periodic visits made in stores
Submit to the management of the company proposals and solutions in order to make the activity more efficient and increase the profitability of the subordinated locations
Iasi, Romania

● EDUCATION AND TRAINING

01/10/2009 – 15/07/2012 – Iasi, Romania

Doctor of Economy-Marketing – Alexandru Ioan Cuza University

Marketing Strategies in Social Media

01/10/2006 – 01/07/2008 – Iasi, Romania

MBA - Project Management – Alexandru Ioan Cuza University

Project Management

Digital tools

Digital Marketing

01/10/2002 – 01/07/2006 – Iasi, Romania

Bachelor - Marketing – Faculty of Economics and Business Administration , Alexandru Ioan Cuza University

Microeconomics and Macroeconomics

Management

Marketing

Digital Marketing

Entrepreneurship marketing

Advertising and sales promotion

● LANGUAGE SKILLS

Mother tongue(s): **ROMANIAN**

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C2	C2	C2	C2
FRENCH	A2	A2	A2	A2	A2
SPANISH	B1	A2	A2	B1	A1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● DRIVING LICENCE

Driving Licence: **A**

Driving Licence: **B**