



Isabelle Ioana Dinu

CONTACT

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SUMMARY

A highly motivated International Business graduate of The Hague University of Applied Sciences with an open mind for new experiences and learnings. Performance-oriented young professional, proficient in conducting market research and developing and implementing the latest trends and marketing techniques, discovered the area of marketing when completing a minor in Branding and Trends in Consumer Marketing. Developing myself and learning are continuously part of my daily routine.

SKILLS

- Digital marketing
- E-commerce
- Business Intelligence
- SPSS software
- Critical thinking and problem-solving skills
- Creativity and writing skills
- Organisational skills
- Quick and logical thinking
- Responsibility
- Soft skills

WORK EXPERIENCE

MARKETING & EVENTS INTERN

September 2021 -
July 2022

*RBE - Romanian Business
Exchange*

RBE is business matchmaking platform that provides professional business intermediary and advisory services. During my working months, I was responsible with the following activities:

- Handled marketing activities: social media posts and events planning
- Managed leads and handled scheduling business meetings
- Handled website content: updating profiles, improving design, writing articles
- Managed the external relationships of the company and generating new business partnerships

MARKETING ASSISTANT

November 2020 -
March 2021

Samsonite Romania

- Supported the work of marketing managers by coming up with new and innovative ways to promote the brand
- Organised and hosted presentations and customer visits
- Assisted in promotional activities

EDUCATION HISTORY

Bachelor of Business Administration

September 2019 -
July 2022

The Hague University of Applied Sciences

A broad foundation, incorporating many areas of business studies: economics, finance, languages, marketing and organisational management, with an international focus. As an International Business graduate from The Hague University of Applied Sciences, I received a solid foundation in marketing, business analysis, finance and business communication.

Thesis in Marketing - Investment promotion strategy to attracting direct investment from The Netherlands

February -July
2022

The Hague University of Applied Sciences

Specialisation in Strategic Brand Management and Audit, Trends in Marketing

February-April 2021

The Hague University of Applied Sciences

BUSINESS BROKER COURSE

October 2021

*National Association of Business
Brokers from Romania*

PROJECTS

External Business Consultancy Research Project March-June 2021

The Hague University of Applied Sciences

Conducted desk, qualitative and quantitative research in order to solve a marketing problem of the Samsonite retailer in Romania.

Internal Business Consultancy Research Project September 2020 - January 2021

The Hague University of Applied Sciences

Conducted desk, qualitative and quantitative research to solve the issue of student attendance in online classes at the International Business Programme of The Hague University of Applied Sciences.

Business Game January 2019

The Hague University of Applied Sciences

Participated in a student contest where teams had to open a company and perform real-life procedures in order to make it run and generate profit.

OTHERS

Volunteer at the International Forum - "HOW DIPLOMACY COULD END A WAR?" May 2022
Diplomacy360

Volunteer at the International Forum - "SECURITY AND PROSPERITY AT THE BLACK SEA" September 2021
Diplomacy360

Publication "COMUNITATEA STATELOR INDEPENDENTE. O MICA ENCICLOPEDIA A STATELOR" (THE COMMUNITY OF INDEPENDENT STATES. A SMALL ENCYCLOPEDIA OF STATES) 2016

Reference: Published under the auspices of National College "I. L. Caragiale", Bucharest