



Evelina VRÂNCEANU

Digital Marketer & Content Strategist





WHO AM I

**Entrepreneur. Digital Marketer.
Content Strategist.
Doer and believer.**

Helping brands and creatives build their
online reputation and tell their meaningful
stories.

WHY AM I GOOD

Because I struggled to achieve what I have today. I learned on my own, I failed, I learned from my mistakes and I achieved my goals.

I worked in advertising, I managed a digital agency, I coordinated a bunch of different teams, I run an online business and I am a Digital Marketer and Content Strategist offering her know-how to those who also want to succeed.

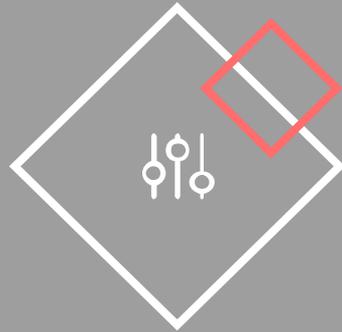
Are you one of them?

WHAT AM I GOOD AT



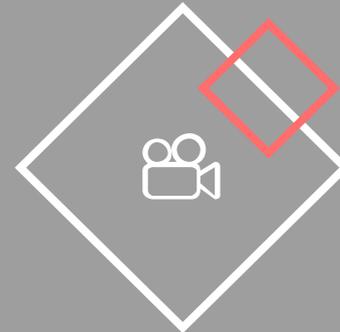
CONTENT STRATEGY

Finding your “WHY” – designing the best plan of action to meet your long-term aim according to your brand’s DNA.



SOCIAL MEDIA MARKETING

Telling your story in an unique and compelling way. From shaping a desired audience to crafting beautiful stories.



PERFORMANCE CAMPAIGNS

With a focus on Facebook Ads, but also savvy at Google Adwords, I design, run and optimize well-shaped campaigns to aim your ideal target market.



ANALYSIS & OPTIMIZATION

Ceaseless development and growth. On the go learnings and improvements. Focusing on taking your brand to the next level.



TAKE A LOOK AT
**MY CREATIVE
WORK**

FAN Courier

FAN Courier is the market leader in Romania in the courier services and express deliveries segment. Founded by three local entrepreneurs, the company has grown year by year since 1998.

For the past three years, I was in charge with designing the content strategy, editorial routines for the company's social platforms, altogether with the management of *Fashion FANatic* platform, their yearly online competition.

<https://www.fancourier.ro>

<https://www.fundatiafancourier.ro>

<https://www.facebook.com/FANCourier/>



TEZYO

TEZYO is part of the Otter Group, being one of the top shoes retailers in Romania. TEZYO represents a new store concept, bringing international brands to the public, as well as various shoe designs, well-suited for every occasion.

For this client, I crafted an **entire fall-winter strategy, including a user-generated campaign, a video content editorial plan and a lead generation seasonal campaign.**

<http://www.tezyo.ro/>

<https://www.facebook.com/tezyoshoes/>



Cramele RECAȘ

Recas Winery represents a modern, dynamic company in full evolution. The company is guided by the passion and respect towards wine and it is considered the no.3 romanian wine producer.

From **setting up all company's social media platforms to writing quality blog content**, I envisioned the entire communication strategy for Recas Winery in its early years,

<http://cramelerecas.ro/>

<https://www.facebook.com/CrameleRecas/>



GENPACT România

Genpact is a global professional service company driving digital-led innovation and digitally-enabled intelligent operations for their Global Fortune 500 clients.

Genpact Romania was one of my first clients, for which I penciled an entire **360-degrees communication strategy** that aimed both the company's internal team, as well as prospect employees.

<http://youyourself.ro/>

<https://www.facebook.com/GenpactRomania/>



FILTRUM

Dr. Reddy's

Dr. Reddy's Laboratories is a pharmaceutical company founded in 1984 with the purpose of making high-quality medicines affordable to a large number of patients. Filtrum is a food supplement recommended in food poisoning.

I designed the entire **positioning strategy and communication for Filtrum**, a new product on the Romanian market. From the **creative concept to social media platforms**, I created a well-shaped **online presence and set up a multi-channel performance campaign** which attracted the intended audience.

<http://www.filtrum.ro/>

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



PIATRAONLINE

PIATRAONLINE is a top leading company in imported natural stone. They supply both professionals and clients with an extended range of quality natural stone, available at accessible prices. The company also wishes to be regarded as an expert, offering a wide range of inspirational content to its clients.

For PIATRAONLINE, I envisioned **a new line of communication, combining inspirational and aspirational content**, documented information, guest writers and unique campaigns featuring local influencers.

<https://www.piatraonline.ro/>

<https://www.facebook.com/PIATRAONLINE/>





WHAT CLIENTS SAY

Any brand, especially a top leading company needs a trusted professional who can strategically react and adapt to the digital environment. A professional who can understand the importance of content in the digital era. Evelina is that kind of professional. We have been working together for over three years now, and thanks to this collaboration, FAN Courier got some remarkable results, both locally and nationally - Roxana Magopet, Marketing & PR Manager, FAN Courier

HELPING CREATIVES AND BRANDS EVERYWHERE

EVELINAVRANCEANU.COM

My aim is simple. My in-depth knowledge of the digital environment inspired me to help others grasp it through too.

I am offering my know-how and consulting services through evelinavranceanu.com, an online platform designed to teach creatives digitally-driven lessons, through well-shaped online products.

1000 | UNIQUE VISITORS



With an average of 75% returning visitors

75%
monthly GROWTH

And over 2000 subscribers to my weekly newsletter



OVER 10K FOLLOWERS

On both Facebook and Instagram personal pages



GET IN TOUCH

Let's grow together. Reach out if you need my help.



hello@evelinavranceanu.com



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THANKS!



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