

ADRIANA STEFAN

• www.adrianastefan.net •

ABOUT ME

Currently a third year student at University of West London, I am very passionate about the industry and eager to discover more every day. I am familiar with writing diverse media formats- from print to digital. I also have a passion for influencer marketing and I have got some experience with content planning and social media management.

More information about me as well as some of the projects that I've worked on can be found on my website.

EXPERIENCE

Sep. Social Media & E commerce manager

2020 - Mia Wood LTD

- current**
- Website and social media management;
 - Dealing and processing customer orders and returns;
 - Uploading new products and creating captivating product descriptions (SEO);
 - Photography and editing for social media & website.

Nov. Freelance Social Media Assistant

2019 - Skin Glow Clinic LTD

- Jan. 2020**
- Creating dynamic written, graphic and video content
 - Creating content that promotes audience interaction, increases audience presence on company profiles and encourages audience participation

Apr Content Writer - Internship

2019- Megrisoft

- Aug 2019**
- Research industry-related topics
 - Wrote clear marketing copy to promote the product and services the company offered
 - Proofread and edited blog posts before publication
 - Conducted simple keyword research and used SEO guidelines to increase web traffic

Summer Program @ tech start-up

2019 Connectt LTD

- Worked alongside the marketing campaigns manager to understand the process of developing a social media network
- Been taking part in a multitude of workshops and focus groups about: content & partnerships, marketing, social media marketing, user comms, experience & retention and community & moderation.

CONTACT DETAILS

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EDUCATION

2018 - 2021 • Bachelor of Arts - Advertising & Public Relations - University of West London
(Predicted: First-Class Honours)