

ANDREI PETCU

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EXPERIENCE

DEC-2020 – PRESENT

PROJECT MANAGER, OPTICAL INVESTMENT GROUP SA (OPTIBLU & OPTIPLAZA)

Direct report to the Omnichannel Director, taking ownership for the Omnichannel business analysis and implementation project and implementation of the new custom e-Commerce platforms

Key responsibilities:

- Identifies and solves any technical problems that may occur and affect the proper functioning of the Beneficiary's sites and applications
- Communicates and collaborates with the internal departments of the Beneficiary for the elaboration of technical flows, workflows, technical and business analyzes, use cases, for a good functionality of the systems
- UX / UI high level analysis for work interfaces and client interfaces (sites)
- Writes user manuals for system interfaces and provides training for their use, when applicable
- Provides assistance for the coordination of activities within the projects designated by the Beneficiary, directly supervising the technical teams, consultants and other collaborators involved, responsible for compliance with the deadlines established by contracts;
- Provides support for establishing long-term collaboration relationships with partners, clients, beneficiaries and project financiers, for each project allocated;
- Provides support for the preparation of the budget and cash flow of the projects designated for the final contracts in accordance with the submitted proposal, with the comments of the Beneficiary and with the activities foreseen to be carried out within the respective projects;
- Provides support for the management of human and material resources in accordance with project planning, as well as their correct allocation to project activities;
- Responsible for the veracity and correctness of the reports prepared for the financier, partners and beneficiaries.
- Monitors in time the progress achieved towards the proposed objectives and writes monthly reports to management, financiers, partners and beneficiaries in compliance with the data provided in the contracts;
- Provides support for the circulation of information within the projects and for other departments of the Beneficiary's organization, organizing regular meetings with the project team and presenting the projects of the other departments of the Beneficiary;
- Provide support for solving problems in the implementation of the project and inform in time the management team of the Beneficiary about the problems that may have an impact in the development of projects;

- Properly archives all project-related documentation;
- Provides consultancy for the preparation of new projects that capitalize on the existing expertise at the level of the Beneficiary's organization and the results of previous projects and makes budget proposals for each project that it submits for approval to the Beneficiary's management;
- Makes proposals to improve the work style to maximize the efficiency of achieving the proposed objectives;
- Consulting for project impact assessment;

Key achievements:

- Conducted Omnichannel Business Analysis sessions involving all departments and 3rd parties involved: Business, ERP, BI, e-Commerce, CRM
- Overviewed business flows design together with the Charisma ERP team, CRM team and e-Commerce team
- Improved existing e-Comm platforms (Prestashop) UX/UI, SEO, Analytics and product catalog management (import/export, automatic stock and prices update)
- Moved the e-Commerce platform from Prestashop 1.6 to full custom platform
- Built the new custom e-Commerce platforms specifications and budget, gathered offers and contracted the dev team
- Conducted the Business Analysis for the platforms for work interfaces and client interfaces (UX/UI)
- Developed technical and user flows for e-commerce platforms
- Planned, prioritized and managed tasks and sub-tasks for MVP launch and later releases
- Supervised the implementation of flows and specifications
- Coordinated the SEO and DEV agencies for Google and social media: Analytics, GTM, Facebook Pixel, Google Merchant, Google AdWords and Facebook product catalog feeds
- 2Performant Affiliate Marketing accounts management

NOV-2019 – DEC-2020

PROJECT MANAGER, LINK RESOURCE SRL

Direct report to the GM, taking ownership for leading and developing the business through the execution of the in-market and digital transformation strategy.

Key responsibilities:

- Maintaining and monitoring project plans, project schedules, budgets and expenditures.
- Organizing, attending and participating in stakeholder meetings.
- Breakdown and define project tasks and resource requirements by providing appropriate specifications for each department involved.
- Project tasks documentation
- Communicate with team members and provide directions and support.
- Develop promo technical flows for the new e-commerce platform (bundles, vouchers, loyalty programs, abandoned cart recovery)
- Redesign technical flows for site reconstruction and product page, category page, homepage, landing pages, product filters etc. for the new site with UX/UI.
- Develop & implement digital media technical and design requirements and flows: Facebook, YouTube, Vimeo, Instagram, GDN, & email marketing flows and automations (MailChimp)
- Contract and terms and conditions negotiation for new website development
- Media selling and rate cards offers for DOC.ro

- Commercial, content and design teams coordination
- IT infrastructure overview and monitoring for e-commerce and publishing platforms
- DOC.ro multimedia project management (photo and video sessions management and video edit)

Key achievements:

- Developed and implemented digital media technical and design requirements and flows.
- Over 20 rate cards sold
- Negotiated new terms and conditions for e-commerce development
- Developed technical and user flows for e-commerce platform, online appointments software, online pharmacy platform, unique login module for all platforms
- Designed flows, technical requirements and implemented traffic migration tools (front and back-end)
- Implemented platforms monitoring tools (uptime monitor, GA, Facebook Pixel)

JAN-2014 – OCT-2019

PROJECT MANAGER, VERIDA CREDIT IFN

Key responsibilities:

- Develop and implement of a new banking software, 9 modules: Sales, Underwriting, Finance, Legal, Customer Service, Reporting and Administration
- Development and implementation planning and strategy
- Establish MVP specs
- Maintaining and monitoring project plans, project schedules, budgets and expenditures.
- Organizing, attending and participating in stakeholder meetings.
- Breakdown and define project tasks and resource requirements by providing appropriate specifications for each department involved.
- Project tasks documentation
- Communicate with team members and provide directions and support.
- Employees training
- Coordinate the roll-out of beta and production releases
- Inspect projects for quality assurance
- Ensure customer satisfaction through post-project debrief with departments
- External developer team coordination
- Internal testing team coordination (all departments)

Key achievements:

- Successful Agile methodology implementation
- Open Project and Kanban Tool implementation
- Successful software implementation
- Reports development and implementation
- Full software documentation (PDF user manual and video tutorials)
- All departments training

APR-2014 – OCT-2019

PROJECT MANAGER - MARKETING, VERIDA CREDIT IFN

Key responsibilities:

- Monitor the company's Facebook page (post topic, weekly editorial calendar, organic growth)
- Design, brainstorm and create the company website
- Design and implement Sales Force supporting materials and reports
- Google and Facebook Ads implementation overview and reporting
- Maintaining and monitoring Marketing project plans, project schedules, budgets and expenditures.
- Organizing, attending and participating in stakeholder meetings and brainstorming.
- Breakdown and define project tasks and resource requirements by providing appropriate specifications for each department involved.
- Communicate with team members and provide directions and support.

Key achievements:

- Open Project and Trello workflows design and implementation
- 0 – 12.000 organic Facebook Page fans in 3 months
- 1% conversion rate Google Ads
- Company website redesign and implementation
- Sales support materials design and implementation (Business cards, flyers, letters, promotional materials)
- Sales reports design and maintenance
- Marketing GDPR implementation (Online and Offline lead generation, Sales-level customer GDPR)
- 80% GDPR retention for existing leads database

APR-2010 – OCT-2019

IT PROJECT MANAGER, VERIDA CREDIT IFN

Key responsibilities:

- Maintain the company IT infrastructure (Software and Hardware)
- Coordinate internal 1st level support team and external server support team
- IT projects and upgrades proposal
- IT projects and upgrades implementation

Key achievements:

- Ticketing system implementation
- IT procedures design and implementation
- IT GDPR implementation (Full Infrastructure Security requirements)
- Successfully collaborated with technical team in core servers upgrade and migration to VMs (Proxmox platform)
- Full IT infrastructure redesign and implementation
- Full company headquarters relocation

MAR-2007 – MAR-2010

PROJECT&EVENTS MANAGER, ONE BEAT PRODUCTION

Key responsibilities:

- Team management and coordination
- Sponsors and supplier's communication
- On location coordination

Key achievements:

- National Highschool Dance contest implementation (4 editions)
- Studio growth from 3 to over 15 classes
- Honda Jazz launch event (2009)

EDUCATION

- “UPB” – IMST, Bucharest 2007 - 2009
- “Tudor Vladimirescu Highschool”, Bucharest 2002 - 2006

SKILLS

- Advanced Microsoft Office
- Fluent English
- Business strategy
- Design
- Marketing
- Project Management software use
- Database management
- Programming languages
- Vendor Management
- Networking
- Advanced Windows and Mac OS X
- Basic Windows Server
- Agile / SCRUM
- Allocating resources
- Presentation and public speaking
- Critical thinking
- Problem-solving
- Contract negotiation
- Conflict resolution
- Adaptability
- Stress management
- Communication skills
- Planning
- Adobe Photoshop
- PC Hardware
- Sketchup

ACTIVITIES & HOBBY

- Photography and Videography
- DIY and woodworking
- Interior and object design