Andrei PETCU

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WORK EXPERIENCE

Dec 2021 – present

Project Manager
Eau de Web, Bucharest, www.eaudeweb.ro
Main activities and responsibilities:
- Define project scope, goals and deliverables
- Manage project team, resources and budget
- Track requirements and deliverables
- Monitor and report on project progress
- Coordinate and support the development activities
- Prepare technical documentation
- Present to stakeholders reports on progress as well as problems and solutions
- Evaluate and assess results of projects

Dec 2020 – present

IT Project Manager
Optical Investment Group SA (OPTIblu & Optiplaza), Bucharest
Directly report to the Omnichannel Director, taking ownership for the Omnichannel business analysis and implementation project and implementation of the new custom e-Commerce platforms

Main activities and 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 analyses, 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, Bucharest (Romania), http://www.linkresource.ro/
Direct report to the GM, taking ownership for leading and developing the business through the execution of the in-market and digital transformation strategy.

Main activities and 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 (Mail Chimp)
- 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 session's 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, Bucharest, https://www.verida.ro/en/
Main activities and 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, Bucharest, https://www.verida.ro/en/
Main activities and 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

Project Manager

Verida Credit IFN, Bucharest, https://www.verida.ro/en/
Main activities and 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

Mat 2007 – Mat 2010

Project Manager

Onebeat Production, Bucharest
Main activities and responsibilities:
- Team management and coordination
- Sponsors and supplier's communication
- On location coordination

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

EDUCATION AND TRAINING

2007 – 2009

BS Degree in Robotics
University POLITEHNICA of Bucharest (Romania), Faculty of Industrial Engineering and Robotics

PERSONAL SKILLS

Mother tongue(s)	Romanian				

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1

Communication skills

- Excellent communication skills
- Presentation and public speaking abilities
- Networking

Organisational/ managerial skills

- 10+ years of experience in managing various IT and Software development projects from inception to delivery, both as project and program manager, working closely with technical team managers and having, therefore, good knowledge of the lifecycle of an IT project
- Leadership abilities and efficient team management skills
- Good negotiation and contracting skills

Job-related skills

- Adaptability
- Allocating resources
- Business strategy
- Conflict resolution
- Contract negotiation
- Critical thinking
- Design
- Marketing
- Planning
- Problem-solving
- Stress management
- Vendor Managements

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Proficient user	Proficient user	Independent user	Independent user	Proficient user

Excellent abilities in using **project management tools**:
Microsoft Project, Microsoft Project Server, JIRA, OTRS, Redmine etc.
Advanced of **Microsoft Office Suite**:
Excel, Word, One Note, and PowerPoint etc.
Good understanding of hardware and software architectures.

Technical skills:
Products and platforms
Operating systems: Windows, Linux, iOS
PC Hardware
Print and digital media in:
Adobe Photoshop
Programming languages