

Perino-Adrian Baraga

Address: 19th Neagoe Voda Street, Bacau City, Bacau District, Romania •

Contact: +40767227242 • baraga_a@yahoo.com

Entrepreneur and marketing student with accomplishments in coordinating marketing strategies. More than 10 years of experience in leadership through the Director position in Leonhardt Foundation. Conceptualize and orchestrate marketing campaigns that effectively helped the development of the Foundation across Romania.

Proven ability to drive marketing campaigns and execute successful contracts for other companies in hospitality business. Administrative support providing versatile management skills and proficiency. Strong planner and problem solver who readily adapts to change, works independently and exceeds expectations.

Education

- **"Grigore Tabacaru" High school**, Bacau, Romania – Baccalaureate Diploma, 2007;
- **"Spiru Haret" University**, Bucharest, Romania – current student
Major: Marketing and International Economic Affairs

Skills

- Marketing Strategies & Campaigns
- Focus Group & Market Research
- Conducting Branding Campaign
- Web & Print Content Development
- Hospitality & Culinary Management
- Teambuilding/Training/Supervision
- Safety/Sanitation/Quality Controls
- Development of Training Materials
- Public & Media Relations
- Corporate Communications
- Creative Team Leadership
- Budgeting & Cost Controls
- Profit & Growth Strategies

Experience

✓ **Leonhardt Foundation**, Bacau, Romania 2007 - current
Director:

- Developed programs for the foundation that helped and supported children and elderly people;
- Developed and launched integrated, print-catalog-web and direct marketing campaigns, including a publication that was handed over to all children from the schools in Bacau City, Bucharest and Sibiu City in order to bring into the light the programs of the foundation – this helped increased the funds with almost 60%;
- Organized meetings, raised funds, conducted care programs for the target people of the foundation;
- Opened small businesses in the name of the foundation, so it can financially support itself.

- Took control over the company from my father and started a new project of managing the business, which helped me achieve superior sales levels – the income of the company has gone up by 40 %;
- Chosen to represent the Company at various corporate meetings and developed new customer retention ideas;
- Leveraged strengths in cost-effective marketing management to end each year with an enlarged budget that helped reaching new business growth goals;
- Developed marketing strategies, improved the company's assets, hired new personnel (including chef), changed the suppliers of the restaurant and manage to increase the restaurant's and camping's popularity in a manner that sustained the increase of the company's income with 40%;
- Performed direct brand management, PR, media relations, advertising, sales collateral and tradeshow marketing.

Personal competences

English language

Comprehension	~	Speaking	~	Writing	~	Reading
advanced		advanced		advanced		advanced

Team spirit: I have experience teamwork since high school, when I participated in the activities of practical projects and research conducted during the studies; I continue to strengthen this experience within each activity conducted with the foundation and the restaurant/hotel business.

Social skills and competences

I am also defined by positive attitude, ability to develop good inter-communication skills, to work under pressure and deadlines. I am sociable, open-minded, cooperative, perfectionist, ambitious, creative, self-motivated, with a dignified and loyal personality.

Well-organized in the activities I perform, I have the ability to lead my duties to a good finish. I am dynamic, fast learner and I like to be an informed person. I have very good knowledge of Windows, Microsoft Office (Word, Excel, PowerPoint, Access), Web browsing.

