

ALESSIA D. MEREUȚĂ

CONTENT & SEO SPECIALIST | SOCIAL MEDIA | PR | INFLUENCER MARKETING

Timișoara, Romania

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MARK
ETING
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TECH
NOLO
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PROFESSIONAL PROFILE

Marketing specialist with experience across content marketing, SEO, social media, PR, influencer marketing and digital communication. An interdisciplinary profile built at the intersection of marketing, technology and communication, supported by studies in Computer Engineering – Computers and Information Technology and Pharmacy.

Hands-on and strategic across the full content lifecycle: research, content strategy, keyword research, copywriting, social media, influencer campaigns, SEO, website content and WordPress implementation.

Experienced in taking marketing projects from concept and strategy through execution, optimization and communication with clients, content creators and partners.

CORE EXPERTISE

Content

Content Strategy · Copywriting · Brand Voice · Storytelling · Personal Branding

SEO

SEO Content · Keyword Research · Search Intent · On-page SEO · Technical SEO · Link Building

Social & PR

Social Media Strategy · Social Media Management · PR · Influencer Marketing · Campaign Management

Web

WordPress · UX Builder · Landing Pages · Website Content · Canva · cPanel

Analytics

Google Analytics · Google Search Console · Semrush · Google Keyword Planner

Technology

AI-assisted Research · AI Content Workflows · Machine Learning Fundamentals · Technical Communication

PROFESSIONAL EXPERIENCE

Freelance Senior Marketing Specialist

Ing. Alessia Mereuță

March 2025 - Present

- Develop and implement marketing and communication strategies for brands and businesses.
- Create content strategies, editorial directions and tone of voice guidelines.
- Write copy for websites, social media, campaigns and communication materials.
- Develop and manage social media concepts and creative directions.
- Develop and coordinate influencer marketing campaigns.
- Identify creators and negotiate fees, collaboration terms and content usage rights.
- Create influencer briefs and coordinate campaign deliverables.
- Conduct keyword research, SEO strategy, advertorials and content promotion.
- Use AI for research, content creation and workflow optimization.
- Create and manage WordPress websites, including web design and page structure.

Social Media Manager

Romanian Copywriter

March 2025 - Present

- Develop social media strategies and editorial directions.

- Create creative concepts, copy and content assets.
- Adapt messaging to each platform and target audience.
- Develop online brand communication and digital identity.
- Identify high-potential content formats and optimize editorial direction.

SEO Content Specialist

Romanian Copywriter

- Write and optimize SEO articles and guides.
- Conduct keyword research and search intent analysis.
- Build content strategies and SEO structures for long-form materials.
- Write product, category, service and landing pages.
- Create and optimize advertorials and existing content.
- Publish and manage content in WordPress; support content promotion and link building.

June 2024 - Present

Influencer Marketing Manager

Romanian Copywriter

- Develop and coordinate influencer marketing campaigns.
- Identify, evaluate and select relevant creators.
- Negotiate rates, collaboration terms and usage rights.
- Create campaign briefs and creative concepts.
- Coordinate deliverables, deadlines and communication with influencers and agencies.

June 2024 - Present

PROFESSIONAL EXPERIENCE — CONTINUED

PR & Marketing Specialist

November 2023 - Present

Income Screen

- Write SEO-optimized articles, guides, product pages, service pages, category pages and landing pages.
- Conduct keyword research, competitor analysis and content strategy development.
- Create and coordinate influencer marketing campaigns.
- Manage relationships with clients and partners.
- Publish and manage content in WordPress and through content-promotion platforms such as WhitePress.
- Design and implement WordPress pages; install and configure WordPress through cPanel.
- Adapt communication to different industries, brands and target audiences.

Marketing Specialist

February 2023 - November 2023

Infobest

- Managed marketing activities for three e-commerce stores across different industries.
- Managed products and content in WordPress.
- Managed social media for Facebook, Instagram, TikTok, LinkedIn, YouTube and Pinterest.
- Created and scheduled social media content and visual assets.
- Conducted keyword research, SEO content, articles, and product/category descriptions.
- Performed technical SEO audits and organic traffic analysis.
- Conducted competitor research and identified keyword targeting opportunities.
- Used Google Search Console, Google Analytics, Semrush and Google Keyword Planner.
- Built links, created WordPress / UX Builder landing pages and reported website performance.
- Developed branding strategies and supported machine-learning dataset activities.

Marketing Specialist

February 2022 - January 2023

SRD-Media - Technical SEO & Digital Marketing Agency

- SEO and digital marketing for projects and clients across different industries.
- Keyword research, competitor research and content creation.
- Optimize website pages and content for search engines.
- Support digital and content strategies and identify organic growth opportunities.

Social Media Marketing Specialist

May 2021 - Present

StartUp Career

- Develop the brand's social media communication strategy.
- Create content, copy and visual materials.
- Develop editorial directions and strengthen the brand's digital presence.

Writing Contributor

July 2021 - June 2024

Republica.ro

- Write and publish editorial content covering marketing, business, technology, digitalization and entrepreneurship.

PERSONAL BRAND & CONTENT CREATION

Creator and marketer with a multi-platform social presence focused on Marketing · Technology · AI · Content Creation · Digital Trends · Personal Branding.

Experience in video concepts, scriptwriting, short-form content, product reviews, technology content, social storytelling, hooks and creative concepts, as well as optimizing titles and descriptions for video content.

EDUCATION

Ioan Slavici University of Timișoara

2022 - 2026

Engineering - Computers and Information Technology

Victor Babeș University of Medicine and Pharmacy, Timișoara

2019 - 2022

Bachelor of Pharmacy

LICENSES & CERTIFICATIONS

EUROPASS EUROPE	Predictive Maintenance via Deep Tech Solutions for Environmental and Social Impacts in Manufacturing
EUROPASS EUROPE	Predictive Maintenance in Manufacturing Through Artificial Intelligence (AI) & Machine Learning (ML) Skills Development
EUROPASS EUROPE	Collaborative Robotics & Human-Machine Interaction for Enhanced Human Safety and Security in Predictive Maintenance
SEMRUSH	Content-Led SEO with Brian Dean — issued Nov. 2024 · expired Nov. 2025 · Credential ID 489114
CANVA	Graphic Design Essentials — issued Jul. 2024 · Credential ID 074f01
LINKEDIN	Google Analytics 4 (GA4) Essential Training — issued Nov. 2021
LINKEDIN	Digital Marketing Foundations — issued Nov. 2021
ICDL ROMANIA	Online Collaboration — ICDL Certification — issued Nov. 2021 · Credential ID RO-C 91447
ICDL ROMANIA	Digital Marketing — ICDL Certification — issued Nov. 2021 · Credential ID RO-C 91447
HP	Strategic Planning — issued Nov. 2021
HP	Social Media Marketing — issued Nov. 2021 · Credential ID cbc71ac0-6c4f-4b4c-9269-38e4905c9cfb
CAREER DEVELOPMENT COLLEGE LONDON	Social Media Marketing — issued Nov. 2021
NATIONAL AUTHORITY FOR QUALIFICATIONS (ANC)	Entrepreneurial Skills — issued Nov. 2021
GOOGLE DIGITAL GARAGE	Digital Marketing
BRITISH COUNCIL	The Strategic Planning Course
GOOGLE	Technical Support Fundamentals — issued Apr. 2021
MICROSOFT	Microsoft PowerPoint (Microsoft 365 Apps and Office 2019) — issued May 2021
MICROSOFT	Microsoft Excel (Microsoft 365 Apps and Office 2019) — issued May 2021
MICROSOFT	Microsoft Word (Office 2016) — issued Apr. 2021
CAMBRIDGE INTERNATIONAL EDUCATION	Cambridge Advanced English Certification — issued Jun. 2018

SKILLS

CONTENT & COMMUNICATION Content Strategy · Content Marketing · Copywriting · SEO Copywriting · Brand Voice · Brand Communication · Editorial Strategy · Personal Branding · Storytelling · Content Creation	SEO SEO Strategy · SEO Content · Keyword Research · Search Intent · On-page SEO · Technical SEO · Technical SEO Audits · Competitor Analysis · Content Optimization · Link Building
SOCIAL & PR Social Media Strategy · Social Media Management · Content Planning · Social Media Copywriting · PR · Influencer Strategy · Creator Selection · Campaign Management · Usage Rights Negotiation	DIGITAL & WEB WordPress · UX Builder · Web Design · Website Content · Landing Pages · Product Pages · Category Pages · cPanel · Canva
ANALYTICS & RESEARCH Google Analytics · Google Search Console · Semrush · Google Keyword Planner · Competitor Research · Search Performance Analysis · Content Performance Analysis	TECHNOLOGY & AI AI-assisted Research · AI-assisted Content Creation · AI Marketing Workflows · Machine Learning Fundamentals · Technology Content · Technical Communication

PLATFORMS

Facebook · Instagram · TikTok · LinkedIn · YouTube · Pinterest

OFFICE & PRODUCTIVITY

Microsoft Word · Microsoft Excel · Microsoft PowerPoint · Online Collaboration

LANGUAGES

Romanian — native
English — advanced / Cambridge
Advanced English

PROFILE

Content Strategy → SEO → Copywriting → Social Media
→ PR → Influencer Marketing → Branding → Web → Technology

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