




## PERSONAL INFORMATION




### Cora Lupas

 (+40) 757 473 517

 coralupas@gmail.com

 coralupas.com

 Cluj-Napoca, Romania

**Quixotic. Nature admirer. Chocolate eater. Prosecco drinker. Dog lover. Car singer.**

I'm a Curious starry eyed. I explore unusual and creative ideas.

I'm motivated by stubbornness and desire to learn new things.

I'm visionary and spontaneous. Thus, I easily adapt to new situations and environments.

I'm passionate and open-minded. I relish brainstorming and solving creative briefs.

I enjoy problem solving and I'm good at it. Therefore they called me "The fixer".

I'm strategic and analytical. I believe research is the answer. No matter the question.

I'm good with people. Weather local or remote, managing teams is also "my thing".

I love camping and hiking. I spend my free time roaming in search for hidden gems.

I am constantly looking for new opportunities to implement and improve my skills.

## EXPERIENCES

### **President & Co-Founder Community powered by DLOT S.R.L.**

June 2020 –present, Cluj-Napoca, Romania

Trying to make the world a better place through a nonprofit organization focused on environment and sustainable development.

### **CEO & Co-Founder Powered by DLOT S.R.L.**

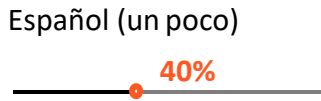
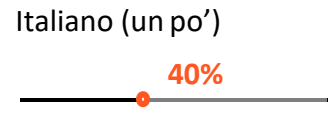
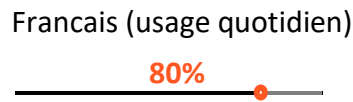
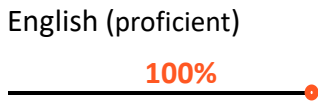
Jan 2020 –present, Cluj-Napoca, Romania

We are just getting started with a small team. Besides the primary responsibilities of a CEO, I am in charge with other duties such as: content creation & management, copywriting, digital marketing, project management, event planning & implementation, web development, research & data analytics.

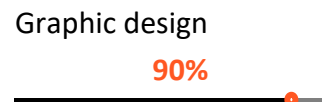
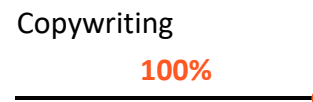
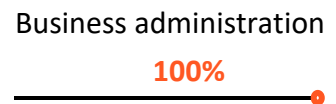
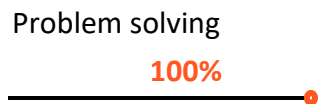
<p><b>Marketing communication manager</b>  <b>Transilvania Soft &amp; Web Design</b>  Mar 2018 – Mar 2019, Cluj-Napoca, Romania</p>	<p>From the creative process to the implementation of marketing strategies, I enjoy working with Wordpress, Google Tools such as Analytics, AdWords and Search Console as well as Facebook and Instagram Ads. Social media management, market research copywriting and email marketing are also my responsibility.</p>
<p><b>General manager</b>  <b>RTCM Transilvania SRL-D</b>  Jul-Dec 2016 Cluj-Napoca, Romania</p>	<p>Managing a traditional Romanian restaurant was challenging and fun. Staff coordination, administrative tasks and marketing campaigns concept and implementation were my challenges during six months. All objectives were accomplished with flying colors.</p>
<p><b>Regional manager</b>  <b>g7 Romania</b>  Feb 2012-Jun 2016 Cluj-Napoca, Romania</p>	<p>A team of 18 supervisors was under my coordination on both merchandising and promoting activities. Analyzing business trends, campaign proposals, managing crisis situations and personnel coordination in 21 counties were my daily tasks. I was also in charge with maintaining relationships with clients such as Nestle, Beiersdorf, Coca-Cola and others.</p>
<p><b>Area coordinator</b>  <b>g7 Romania</b>  Sep 2011-Jan 2012 Cluj-Napoca, Romania</p>	<p>After two months as a Merchandising Controller, I shifted to Area Coordinator with a team of 5 merchandising controllers and 56 merchandisers. My teams' activity covered IKA and TT sectors on the NV region of the country (9 counties).</p>
<p><b>Merchandising controller</b>  <b>g7 Romania</b>  Jul 2011-Sep 2011 Cluj-Napoca, Romania</p>	<p>Responsible for two major clients, Coca-Cola and Heineken, I coordinated a team of 25 members in three supermarket retail chains covering two counties. Recruitment, training, supervising personnel and logistics management were my main duties</p>
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<p><b>Faculty of Political, Administrative and Communication Sciences</b>  2016-2018 Cluj-Napoca, Romania</p>	<p>Master's Degree in Public Relations and Advertising</p>
<p><b>Secondary School Institute Phoenix</b>  2009-2010 Cluj-Napoca, Romania</p>	<p>Graphics &amp; Web Design</p>
<p><b>University of Agricultural Sciences and Veterinary Medicine</b>  2004-2009 Cluj-Napoca, Romania</p>	<p>Tourism and catering</p>
<p><b>Gent University</b>  February-July 2007 Gent, Belgium</p>	<p>Project management (Erasmus Exchange Student)</p>

## ABILITIES

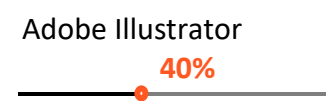
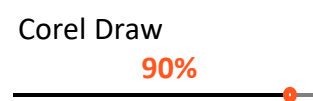
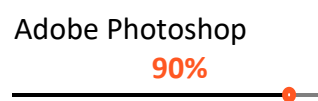
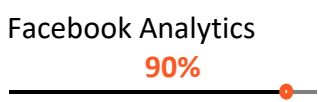
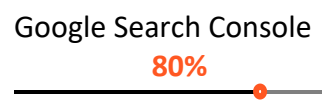
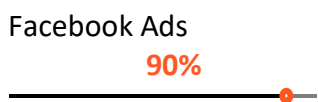
### Languages



### Skills



### Tools



## HIGHLIGHTS

### **Speaker - Importance of merchandising and solutions to streamline sales space**

"Progresiv Interactiv" Event, 5th edition, May 2015, Cluj-Napoca, Romania

### **Event coordinator – The color run by Dero**

2015, 2016, Cluj-Napoca, Constanta, Romania

### **Event coordinator – Staropramen Caravan**

2013, 2014, Cluj-Napoca, Baia-Mare, Oradea, Arad, Timisoara, Deva, Sibiu, Alba-Iulia, Romania

### **Publication: I have, I post therefore I am: Hedonic consumption as a tool for self-promoting behavior on Social Network Platforms**

Studia UBB Ephemerides, vol. 63, issue no. 2, December 2018, p. 65-89

### **Research paper - Look: It's me, myself and I! Self -disclosure as a self-promoting tool on Facebook**

International Students' Conference On Communication, 26-27 April 2018, Cluj-Napoca, Romania