

ALINA CALIANU

CONTACT

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EDUCATION

**Master of Interdisciplinary Studies
(Communication, Education & Public
Administration) - Partially Completed**
University of Montana
August 2012 - May 2013
Missoula, MT - USA

**Bachelor of Science - Business Administration
Specialty: Marketing & Int'l Business**
University of Montana
August 2007 - May 2011
Missoula, MT - USA
GPA 3.81 out of 4 (High Honors)

CERTIFICATES

Media Relations Foundations – LinkedIn (2023)
Digital Marketing - Shaw Academy (2020)
Writing for the Web - Open2Study (2015)

MAJOR CLIENTS

Boxon - Sulaiman Al Rajhi Holding, Electricity & Water Authority - Bahrain, Nesma & Partners, Alturki Holding, Gulf Insulation Group, ArcelorMittal Jubail, Aljomaih Holding

Say It Right, LLC - Assasiyat Alenayah (KSA), LeadsMarket (US), Lomray (Poland), Rebel Queen (US), EagleOne Roofing (US)

HARD SKILLS

Adobe Photoshop & Canva
HTML & CSS (including WordPress)
Cloud-Based CRM (Pipedrive) & Project Management Software (e.g. Monday, ClickUp)
Audacity, Movie Maker, Filmora, VideoScribe
QuestionPro Survey Software
Microsoft 360

SOFT SKILLS

Interpersonal Communication
Content Creation, Editing & Presentation
Content Marketing & Communications Strategy
Public Speaking & Keynote Delivery
Technical & Creative Writing
Mental Agility & Problem Solving
Market Research & Business Acumen

LANGUAGES

English: Proficient / Native-like Fluency
Romanian: Working Knowledge
Spanish: Working Knowledge
French: Intermediate
Arabic: Beginner

PROFESSIONAL SUMMARY

Highly competent copywriter and speaker, proficient in oral and written English communications and content strategy, and engaged in continuous online and offline education. Excellent interpersonal skills derived from 5+ years of working with a diverse, global clientele, and 3 years of freelancing as an English tutor for adult professionals. After having attempted several business ventures and helped Middle Eastern and US-based enterprises with their online marketing efforts, I developed a keen eye for implementing effective communication strategies. Possess extensive multinational experience, with 4 former / current residencies to date (EU, US, Saudi Arabia, Bahrain) as well as competency in 4 languages.

WORK EXPERIENCE

January 2023 - present

Copywriter & Communications Strategist / Team Lead
Boxon - Manama, Bahrain

- Developed and delivered communication strategies, brand platforms, social media/editorial calendars, thought leadership articles, company profiles, annual reports, and more for B2B-oriented enterprises in the Middle East
- Participated in kick off and data gathering sessions, as well as follow-up meetings with key executives for large corporations and public authorities
- Initiated the internal TalkOn program, dedicating 15+ unpaid hours to mentoring and training colleagues in public speaking and presentation skills

January 2017 - present

Copywriter & Founder
Say It Right, LLC - United States (Online-based)

- Assisted entrepreneurs, solopreneurs, consultants, coaches, authors, and working professionals with content and marketing strategy needs
- Proofread, edited, revised, and wrote from scratch website copy, newsletters, product descriptions, social media captions, e-books, course curriculums, slogans, resumes, cover letters, autobiographies, blogs, speeches, and more
- Developed marketing plans, feasibility studies, and business plans

October 2018 - December 2018

Office Manager, ATU Advertising
Timișoara, Romania

- Handled routine administrative tasks and clerical duties on a temporary basis, including customer service, liaising with third-party vendors and stakeholders, shipping and inventory tracking, and online procurement
- Prepared and gathered needed signatures for contracts, invoices, PO (purchasing orders), and acknowledgment letters

July 2011 - December 2014

Meal Programs Specialist, University of Montana - Dining Administrative Office
Missoula, MT - USA

- Allocated meal funds and adjusted charges for 2000+ students/semester using Blackboard Management System and Banner (Oracle) Database software
- Provided support to front-line customer service personnel by processing transactions during busy hours, and answering difficult questions
- Complied with student confidentiality (FERPA) policies and regulations
- Optimized cash handling procedures, resulting in increased customer satisfaction and fewer discrepancies during end-of-day funds reconciliations
- Analyzed, updated, and advised on additional departmental policies, procedures, manuals, and best practices
- Prepared weekly, monthly, and quarterly reports used by management for budget planning and performance monitoring
- Managed summer visiting group contracts, including planning and logistics

ACHIEVEMENTS

- Awarded 2nd place at the national level of the 2017 Toastmasters International Speech Contest, organized by District 79 of Saudi Arabia
- Obtained a score of 8.5 out of 9 in a 2019 IELTS (English proficiency) exam: Listening - 9, Reading - 8.5, Speaking - 8.5, Writing - 8