






Silviana Popa

Innovative Communications Manager with talent for crafting compelling messages that engage diverse audiences. Proven ability to develop and execute strategic communication plans, fostering strong internal relationships and driving employee engagement. Adept in utilising a variety of communication channels to ensure cohesive and consistent messaging across organisations. With more than 25 years working closely with multicultural teams and strong focus on aligning internal communications with organisational goals to enhance productivity.

CONTACT

 BUBIKON, Switzerland

 +41792851975

 silviana.i.popa@gmail.com

SKILLS

- Content development
- Interpersonal competence
- Strategic planning
- Effective networking
- Digital advertising platforms knowledge
- Self-Development focus
- Corporate writing
- MS office expertise
- Newsletter production
- Basic graphic design
- Project coordination
- Critical thinking
- Meeting facilitation

LANGUAGES

English: C2

Proficient

Spanish: B2

Upper Intermediate

German: A1

Beginner

EXPERIENCE

HR Internal Communication Associate Manager **Arcadia Group**

- 09/2024 - Current
- Implemented internal communication strategies to enhance employee engagement across departments.
 - Coordinated the HR Internal Communication officers.
 - Tailored communication styles and channels to suit diverse audiences within the organisation.
 - Liaised with department heads to gather information for inclusion in internal communication platforms
 - Liaised with new employees to gather their bios for creation of the profiles on the external Portal
 - Monitored and analysed feedback from internal communication channels to identify areas for improvement.

Communication Manager / Project Manager **Oracle**

- 01/2008 - 05/2023
- Facilitated regular team meetings fostering open communication and collaborative problem-solving.
 - Streamlined communication channels between project teams and internal partners (regional sales teams, Product Management), improving coordination and project cohesiveness.
 - Championed quality assurance measures, overseeing the adherence to company standards and project specifications.
 - Developed comprehensive project plans, outlining scopes, timelines, and resources, facilitating smooth execution (as Communities coordinator).
 - Organised and coordinated sales inter-regional meetings (EMEA sales force), facilitating open dialogue between management and staff.
 - Based on management input, set-up for the new accounts in sales rep's territory according to Go To Market model.
 - Worked with Sales and local Ops to administer territories, to set-up new ones at the beginning of the new FY.
 - Managed the development of project documentation, ensuring clear and accurate records throughout project lifecycles. Coordinated collateral at the LOB level, with experience handling handbooks, datasheets, factsheets, and other related materials.
 - Managed the production of internal LOB newsletter and blog posts, promoting company culture and keeping staff informed of corporate developments.
 - Reviewed and edited all outbound communications for clarity, tone, and compliance with brand guidelines.

CERTIFICATIONS

- Level 5 Teaching English as a Foreign Language (TEFL) certified
- Teaching English for Young Learners (TEFL) certified
- Ability to pick up and work with new company specific tools as needed (have administrated data and users in various proprietary systems with little or no learning curve)
- Ability to work on creation and editing videos using Camtasia

REFERENCES

- Radu Constantin, Director of Technology - Digimas AG,
radu.constantin@digimas.ch
- Christine Loba, Director - Oracle,
christine.loba@oracle.com
- Cornelia Socoleanu, Feature Engineer - ING,
cornelia.socoleanu@gmail.com

- Developed internal and external business contacts to facilitate work and enhance results.
- Fulfilled business obligations ahead of set deadlines and following terms of agreements.

Communication Manager

NoBug, part of Infineon Technologies

- 05/2007 - 12/2007
- Prepared briefs for creative teams, guiding the development of visual and written materials that align with campaign objectives.
 - Oversaw the production of internal newsletters, promoting company culture and keeping staff informed of corporate developments.
 - Collaborated with the HR department and senior management to align communication efforts with overall business goals, ensuring cohesive messaging.
 - Developed and implemented comprehensive communication strategies, enhancing brand visibility and engagement, including renewing and launching of the company external webpage.
 - Organised and managed corporate events, including conferences in the IT&C field and internal company events and training sessions.
 - Negotiated with external vendors to produce marketing materials, securing cost-effective solutions without compromising quality.
 - Adapted communication materials for diverse audiences, ensuring accessibility.

Marketing and Communication Specialist

Ana Hotels

- 07/2006 - 04/2007
- Facilitated cross-departmental collaboration to ensure consistency in brand messaging across all channels.
 - Created and maintained a comprehensive marketing database for targeted campaign execution and analysis.
 - Monitored and reported on the effectiveness of marketing campaigns.
 - Optimised website content for clarity, engagement, and conversion.
 - Wrote copy for advertisements and email communications for seasonal advertising campaigns.
 - Evaluated market research results for improved advertising strategy.
 - Helped teams reach ambitious sales objectives with multi-channel marketing campaigns.

Marketing and Public Relations Specialist

Star Storage

- 02/2006 - 06/2006
- Created marketing materials, including brochures, posters, and digital content.
 - Developed and implemented strategic marketing plans to increase brand awareness.
 - Established strong relationships with media representatives, influencers, and industry leaders.
 - Organised high-profile events, enhancing brand image and fostering industry relationships.
 - Coordinated with sales teams to create cohesive marketing and sales strategies.
 - Negotiated with vendors and partners to secure advantageous contracts and collaborations.

Marketing and Events Coordinator

Romania Cable Systems & Romania Data Systems

- 11/2004 - 02/2006
- Led the design and distribution of promotional materials, including brochures, flyers, and digital content, to support marketing initiatives.
 - Provided exceptional customer service during events, addressing enquiries and resolving issues promptly to maintain high satisfaction levels.
 - Tailored communication strategies to diverse audiences, ensuring effective message delivery and audience engagement.
 - Managed logistics for corporate events, including venue selection, vendor negotiations, and on-site coordination, ensuring seamless execution.
 - Directed volunteer teams during events, providing leadership and support to ensure high levels of motivation and performance.
 - Implemented post-event evaluation processes to gather feedback and assess performance against objectives, facilitating continuous improvement.
 - Oversaw inventory of promotional materials and event supplies, guaranteeing availability and readiness for all activities.
 - Managed registration processes for events, ensuring a smooth and efficient attendee experience from start to finish.
 - Established and maintained a calendar of events, coordinating schedules to maximise attendance and impact.
 - Monitored budgets for marketing and event projects, ensuring optimal allocation of resources and financial efficiency.
 - Developed and maintained relationships with suppliers and vendors, securing cost-effective services and high-quality event materials.
 - Facilitated engaging workshops and seminars as part of event programmes, adding value and enriching attendee experience.
 - Coordinated with cross-functional teams, including sales and operations, to ensure cohesive event execution and promotion.

Assistant Manager

Romania Cable Systems

- 08/2002 - 11/2004
- Monitored inventory levels, placing orders for stock replenishment to prevent shortages.
 - Resolved escalated customer complaints maintaining professionalism.
 - Facilitated communication between staff and senior management, acting as a point of contact.
 - Prepared detailed reports on weekly sales, expenses, and staff productivity for management review.
 - Prepared statements detailing operational detail and key performance indicators.
 - Directed daily operation of top management office business and flexed with changing demands to consistently meet objectives.
 - Cultivated work environment focused on personal responsibility, continuous improvement and delivering high-quality results.

Marketing and Training Assistant

Institute for Economic, Social Research & Survey

- 02/2001 - 08/2002
- Monitored participant engagement during training sessions, adapting approaches to maximise learning outcomes.
 - Updated training manuals and course materials to reflect the latest industry standards and practices.
 - Collaborated with department heads to determine training needs and develop bespoke solutions.
 - Managed the inventory of training supplies, ensuring availability of necessary materials for all sessions.

- Implemented follow-up strategies to reinforce learning and support the application of new skills in the workplace.
- Assisted in the development and delivery of training materials to enhance participants skills and knowledge.
- Utilised feedback tools, such as surveys and questionnaires, to gather insights on training impact.
- Provided administrative support for training department.
- Coordinated logistics for training sessions, including venue booking, equipment setup, and participant registration.

Office Manager

National Institute of Statistics

10/1994 - 02/2001

- Implemented office policies and procedures to enhance operational efficiency and staff adherence to best practices.
- Facilitated internal communication by distributing memos, updates, and relevant information to all staff members.
- Organised and maintained digital filing systems, ensuring efficient document retrieval and data protection compliance.
- Handled confidential documents and correspondence with discretion, upholding the privacy and security of sensitive information.
- Supervised front desk operations, greeting visitors and directing them to appropriate departments or individuals.
- Planned and executed corporate events, from small meetings to large conferences, managing logistics and attendee satisfaction.
- Managed office supplies inventory, restocked items and negotiated with suppliers for cost-effective procurement.
- Served as the primary point of contact for internal and external stakeholders, facilitating effective communication across all levels.
- Oversaw the maintenance of office equipment, scheduling repairs and upgrades to ensure uninterrupted workflow.
- Coordinated diaries, scheduled meetings, and arranged travel itineraries for senior management to optimise time management.
- Answered department emails within target timeframes to meet company communication targets.
- Oversaw effective file management to keep office records up to date.
- Managed office correspondence, including emails, phone calls and mail, efficiently and promptly.

EDUCATION

2008

Master of Business Administration

School of Political and Administrative Studies - Bucharest, Romania

- Dissertation in Managerial Communication and Human Resources

2004

Bachelor of Business Administration

Romanian - American University - Bucharest, Romania

- Dissertation in Management-Marketing

