



# ADRIANA IACOMI

Business Analyst ICT

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## Professional Summary

After more than 10 years of experience in marketing, I have decided to advance my career in the profession of business analyst.

I was responsible for multiple marketing projects in a multicultural environment. I was guided by process optimization, analytical thinking, data-driven decisions, internal and external goals alignment and new solution development.

I'm confident that my previously acquired soft and hard skills together with the new ones from the training program will make me a very competent Business Analyst bringing added value to the team.

I am looking forward to taking on new challenges in my career.

## Education

**Master Degree: International Management and Marketing** 2009

The Academy of Economic Studies, Bucharest, Romania

## Work history & training

**Technobel, Louvain-La-Neuve, Belgium,** Apr 2022 - Dec 2022  
Certified Training: Business Analyst ICT

**Robert Bosch, Bucharest, Romania** Nov 2007 - Mar 2022

> **Retail Marketing Manager - Professional** Feb 2021 - Mar 2022

### Power Tools

- Marketing plan creating and implementing (sales volumes, distribution, market share and promotional activities)
- Product range developing (prices, stock planning, offers)
- Market analyzing

**Accomplishment:** Developed and implemented pricing structure with overachieving the company's objectives and customer targets.

**Skills:** Project Management · Data Analysis · Decision-Making

> **Retail Online Manager - Professional Power** Apr 2018 - Jan 2021

### Tools

- Campaigns and promotions developing and implementing (online and offline)
- Advertising and media agencies interaction management
- Events organizing
- Budget controlling

**Accomplishment:** Successfully developed and managed aspects of retail marketing for 200+ dealers and key accounts stores including online and in-store promotions/events, communication materials and media buying

**Skills:** Budget management · Customer orientated · Flexibility

> **Brand Manager - Semi-professional Power** Aug 2015 - Sep 2016

### Tools

- Product planning (prices, stock, offers)
- New products launching
- Market analysing

## Personal details

Driver's license

Category B

LinkedIn

[linkedin.com/in/adriana-iacomì](https://linkedin.com/in/adriana-iacomì)

## Languages

- English - Professional working proficiency (C1)
- French - Limited working proficiency (B1-B2)
- Romanian - Native proficiency (C2)

## Hard Skills

- BPMN & UML
- Entity-Association & Relational database modelling
- SQL
- PowerBI
- SCRUM
- SharePoint
- Mock-ups (Balsamiq) & Testing
- Jira
- MS Project
- Online and traditional marketing
- Budget management
- Product management

- Creating and implementing of marketing plan (market share, distribution, sales volumes, budget)
- Regular on site customer alignment with sales force

**Accomplishment:** Increased market share by listing new products

**Skills:** Forecasting · Product management · Data-driven decisions

> **Regional Brand Manager – Accessories for** Apr 2013 – Nov 2014

**Power Tools**

- Regional marketing coordination for Romania, Bulgaria and Moldova
- Marketing plan responsible (sales volumes, distribution, market share, promotional activities, budget)
- Sales, margin, price, stock responsible
- Market analysing

**Accomplishment:** Developed and implemented category management analyse resulting in an increase in turnover

**Skills:** Coordination · Market Analysis

> **Marketing Specialist – Semi-professional** Mar 2010 – Mar 2013

**Power Tools**

- Promotional campaigns and events planning and implementing
- Advertising and media agencies interacting, including price negotiation
- Budget controlling

**Accomplishments:**

- Increased sales by developing and implementing demonstrations concept with a focus on end customer product presentations and rewarding acquisitions.
- Organizing successful a 1200+ customers event

**Skills:** Proactive · Detail approach

> **Customer Service – Power Tools** Nov 2007 – Feb 2010

- Answering customer requests regarding open orders and claims
- Contractual clauses evidence
- Price controlling

**Accomplishment:** Successfully handled 2000+ lines of price differences with 100% accuracy

**Skills:** Rigorousness · Data Review

## Soft Skills

- Excellent communication
- Planning and coordination
- Analytical thinking
- Organization and time management
- Customer oriented
- Curiosity and willingness to learn
- Flexible and adaptable