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ABOUT ME

Most operations problems aren't tool problems. They're clarity problems. Teams don't need more software, they need to understand how work actually moves, where it stalls, and which parts deserve to be improved or automated versus redesigned.

My operating principle: **Map → Improve → Automate → AI**

The sequence matters: you can't automate what you haven't improved, and you can't improve what you haven't mapped. AI needs structured context, scattered processes just fail faster with AI in the loop.

At Harte Hanks, I operate across a multi-team, data-heavy marketing program spanning source data, processing, enrichment, analytics, telemarketing, and email execution.

WORK EXPERIENCE

Harte Hanks – Iasi, Romania

Project Manager | Program Operations

[25/03/2026 – Current]

- **Built a cross-functional operational blueprint** by mapping end-to-end data and process flows across the program and 5 different functional teams — data processing, enrichment, analytics, telemarketing, and email — replacing fragmented and scattered knowledge with a structured, shared source of truth
- **Surfaced cross-team bottlenecks**, handoff failures, and ownership gaps through business process mapping, enabling targeted process redesign rather than reactive firefighting
- Designed and implemented workflow automations using **Power Automate** and **Excel VBA**, reducing manual effort and improving data movement visibility across the pipeline
- **Led process improvement** initiatives across multiple teams based on mapping findings, translating them into operational changes
- Operate as the program's coordination layer across Microsoft 365 and Monday.com, keeping execution aligned as process redesign happens in parallel

Tools: SharePoint, Excel, Power Automate, Excel VBA, Monday

Harte Hanks – Iasi, Romania

Junior Project Manager

[24/04/2025 – Current]

- **Design annual delivery roadmaps**, aligning project execution with client objectives and business priorities.
- **Manage 5–7 concurrent projects with \$30K–\$50K budgets**, maintaining consistent on-time delivery across all launches.
- **Build and govern integrated production and release calendars**, coordinating dependencies across teams and external suppliers.
- **Lead a cross-functional team of four**, setting weekly priorities, managing dependencies, and ensuring delivery accountability.

- **Facilitate stakeholder planning and alignment sessions**, translating requirements into clear, actionable project plans.
- **Deliver end-of-project performance reports**, consolidating results and insights to inform future planning and optimization.

Tools: Tableau, Monday.com, Figma, Litmus, PowerPoint, Excel.

 **Signant Health** – Iasi, Romania

Project Specialist

[27/03/2023 – 18/04/2025]

- **Led coordination efforts** alongside the Project Manager, ensuring all tasks aligned with key project goals.
- **Anticipated potential roadblocks** and implemented contingency plans to keep project timelines on track.
- Developed **SOP"s** to improve efficiency and accuracy, cutting errors by **25%** and ensuring consistent project execution.
- Designed and managed **tracking systems** to monitor key project metrics across 3 major projects.
- **Created workflow diagrams in Miro**, simplifying complex processes and improving clarity for team members.
- **Optimized order management**, collaborating with suppliers, logistics, and internal teams to ensure timely deliveries.
- **Enhanced customer experience**, resolving **95% of inquiries within 24 hours**.
- Built and maintained **stakeholder reporting processes**, reducing **inquiries by 25%**.
- Ensured 100% **compliance with regulatory requirements**, proactively addressing risks and maintaining seamless project execution.

EDUCATION AND TRAINING

Master"s degree - European studies

Centre for European Studies [2019 – 2021]

City: Iasi | Country: Romania | Website: <https://cse.uaic.ro/en/index.htm>

Graduate - International Relations and European Studies

Alexandru Ioan Cuza University of Iasi (Universitatea "Alexandru Ioan Cuza" din Iasi) [2016 – 2019]

City: Iasi | Country: Romania | Website: <https://www.uaic.ro/en/>

High School Diploma - Social Sciences - Intensive English

Colegiul Național "Vasile Alecsandri" - Bacău [2012 – 2016]

Address: Bacau, Romania, Bacau (Romania) | Website: <https://cnva.ro/>

LANGUAGE SKILLS

Mother tongue(s): Romanian

Other language(s):

English

LISTENING C1 READING C1 WRITING C1

SPOKEN PRODUCTION B2 SPOKEN INTERACTION B2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

SKILLS

Microsoft Office / Microsoft Excel / Microsoft Powerpoint / Google Drive / Microsoft Word / Google Docs / Agile methodologies (e.g., SAFe, Scrum) / SharePoint Online/O365 / n8n / Jira, ClickUp, Trello