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If I would have to describe myself with one word, that would be: creative. It's a bit cliché, I know. And the best (or worst part, it depends on how we look at it) is that the most crazy ideas pop in my head in the most unexpected situations. Let me prove it to you, once I was at a festival partying, when the best marketing campaign idea hit me. I remember taking my phone and writing notes like I was Flash, before I forget. This was ages ago, please don't ask me about the campaign idea, I have the memory of Dory, probably it was just way too bold for our managers and never got approved.

Work experience

Social media manager and Meta ads specialist as a freelancer, September 2024 - present, B2B contract

I have clients like Pickup.ro, Vopsitorie by Pickup or Dogwatch Romania, I was responsible for creating content for Facebook and Instagram, create the design, photos if needed (with phone). Creating reels and editing the reels tailored to the specific needs (creating awareness, build trust, get people to click on the website or for lead generation campaign). Beside the organic communication I created an ads strategy to generate leads for each of these projects. The relevant leads were 90%+

Facebook ads specialist at Onlike Content Marketing Agency, July 2023 - October 2023, B2B contract

I was responsible for managing ad accounts and creating ads/campaigns that drives results. I was responsible for e-commerce projects, where the main KPI was to have a high ROI for the products (essential oils, wooden furniture for kids). Another type of project was lead generation, where the goal was to get qualified leads for a business coach. The third type of projects were about brand awareness, basically I needed to get people to know that certain product/brand (health and wellness industry). I was also responsible for writing the description, headline and communicating with the team, describing what design/picture I would need for the best converting ads. Also, reporting at the end of each month for each campaign.

Facebook ads specialist at declanodonoghue.com, July 2023 - July 2023, B2B short-term contract

I was responsible to get leads through Meta Ads for a webinar. Write the description, headline for the ads, set up the campaign, monitor the results, manage the ad budget and report regularly the results.

Social Media Manager at Diversity Advertising, oct. 2021 - present, employment type of contract

As a social media manager I am responsible for creating and posting content for companies in various fields, keeping in touch with the client to always deliver what they are keen on. Also, I analyse the data form the content I posted and every month I send reports to the clients to have an overview of the growth. I also advertise on LinkedIn, Facebook, Instagram and Google, using LinkedIn Ads Facebook Ads, Instagram Ads, Google Analytics and Google Ads. I update maps on websites, for clients. Put together and send out newsletters using Mailchimp. Also, I suggest new campaigns to the client.

What do I do exactly?

- Create & post content for companies in various fields on Facebook, Instagram and LinkedIn
- Create & edit design in Photoshop and Canva
- Create a multiplatform lead generation campaign (for highticket offers and products)
- Create and launch an ad campaign (LinkedIn, Facebook, Instagram)
- Create Facebook events and advertise it to audience that has the best chance to be interested in
- Define & report KPI's
- Set up a target audience and narrowing for best results
- Put together a newsletter, using Mailchimp, Brevo and Dailymail
- Optimise website for better organic search results (SEO)
- Update website (eg. store locations on website via Google Maps)
- Put together articles for a blog
- Post articles on a website's blog
- Constantly talking with clients about updates and results on their campaign and other relevant topics
- Checking results of campaigns on Google Analytics, Facebook Insights, Instagram Statistics, LinkedIn Analytics and using the information for the next campaign
- Analyzing the data about contents and sending monthly reports to clients
- Checking the latest trends, hacks about online marketing

Education

University of Bábes Bolyai Cluj Napoca - Msc, 2020-2021 , international businesses management (language of study: English)

At the international business management profile, we had several focus groups and my personal conclusion was that I was much more productive this way, regardless of the topic of discussion. Until now I learned to determine if a company is healthy or not, based on a financial analysis, how to behave in certain situations in a company, analysing data based on statistics and about general aspects of the marketing.

University of Bábes Bolyai Cluj Napoca - Msc, 2020- , tourism and territorial development
(language of study: Hungarian)

University of Bábes Bolyai Cluj Napoca – Bsc, 2017- 2020, geography of tourism
(language of study: Hungarian)

At the Faculty of Geography I learned to work in different programs, like CorelDraw, which I quite enjoyed, because it was a much creative part of the learning. Furthermore, about our environment and how to protect it and what the tourism industry should do in order to protect it, the legal aspects of it and many more.

Skills

Copywriting (for ads)
Creating basic designs (for ads)
Facebook Business Manager
Instagram SEO
Facebook Ads
Google Ads
LinkedIn Advertising
Google Analytics
Defining KPI's
Advertising a product
Searching for the niche
Financial analysis of companies
Organising trips for larger groups of tourists
Managing groups of people during trips
Technical skills in hospitality
Drawing & analysing maps
Area development projects

Mother tongue

Hungarian

Other languages

Romanian, English, French

	Understanding	Speaking	Writing
Hungarian	C2	C2	C2
Romanian	C2	C2	C2
English	C1	C2	C1
French	A2	A1	A2

Computer skills

Mailchimp, Microsoft Office, Adobe Photoshop, Canva, SPSS, ArcGIS, GeoDa, CorelDraw

Driving licence

cat. B, B1, BE