

Personal information

First names/Surname

Address

Telephones

E-mail

Nationality

Date of birth

Gender

Radu Balcu



Work experience

Dates

Name and address of employer

Type of business or sector

Occupation or position held

September 2012 - January 2021

Ferosa Sped Ltd.

Forwarding Company - Logistics

Logistics Manager

Creating and implementing a project for a new branch of our business: shipping containers. Result: new orders for over 1400 container in 4 months after implementation.

Supporting the business increase of turnover by over 35% in first six month after successfully implementing transport of container project.

Developing new project for cross-docking cargo in Buftea Warehouse and adjusting costs for increasing profitability from 4% to 10% for the new project.

Attracting new additional customer to Buftea Warehouse, due to the good customer performance in the warehouse and as a result, the turnover increased with approx. 1.000.000 euro and profitability with approx. 150.000 euro/year.

Coordinating railway traffic for over 6.000 containers/year with a 15% increase every year

Maintaining good quality service for railway traffic of 500.000 tons/year of wood material

Supporting the company turnover increase by 300% since 2012 by successfully discovering new opportunities in the railway transportation market

Maintaining a close relationship with our clients.

Create and implement the project for shipping containers.

Create, implement and manage the project for storage of goods in Chitila Warehouse and Buftea Warehouse with our supply chain partners

Tracking all railway transports and provide daily updates to our partners.

Billing transports and analyze potential decrease of costs

Analyzing the results and provide monthly financial reports to the General Manager for every railway project.

Coordinate all railway traffic

Maintain close connection with all customers and supply chain partners

Schedule and participate in meetings with core clients

August 2011- August 2012

Pofta Buna Communications SRL

Online search engine for Bucharest Takeaway Restaurants

Project Manager

Achievements

Main activities and responsibilities at Ferosa Sped

Dates

Name and address of employer

Type of business or sector

Occupation or position held

Achievements

Main activities and responsibilities at PoftaBuna

Increasing the number of visitors through Google AdWords campaigns and Facebook Ads, with over 500% on PoftaBuna.ro
Helping to increase the number of orders with over 200%, by successfully introducing a new option to order by phone
Developing a viral campaign on Facebook and managing to attract 100.000 fans on PoftaBuna Facebook Page, in three weeks, with a small budget on 200 euro.
Creating a new marketing campaign called "Professional Food Tester". Result: in 1 month we converted 800 visitors into users and 1000 comments were registered.

Discovering new ideas to improve the business.
Plan the marketing activities.
Organize meetings with restaurants owners and negotiate partnerships.
Administrate the Facebook account and create the database on www.poftabuna.ro.
Create reports and presentations about the business development.
Coordinate the IT Sales Team.

Education and training

Dates

Title of qualification awarded

Programme name

Name and type of organisation providing education and training

2011 - 2013

MSc

Master of Online Marketing

Bucharest University of Economic Studies
University of Marketing

Dates

Title of qualification awarded

Name and type of organisation providing education and training

2010 - 2013

Bachelor's Degree of Psychology Sciences

University of Bucharest
Faculty of Psychology and Educational Science; specialization: psychology

Dates

Title of qualification awarded

Name and type of organisation providing education and training

2008 - 2011

Bachelor's Degree of Economic Science, Marketing

Bucharest University of Economic Studies
University of Marketing

Additional information

Other languages

Social skills and competences

Personal interests:

Running, swimming, spending quality time and play with my 5 year old son, studying and focusing on building a good career path, visit and schedule city breaks in Europe and discover new cultures in exotic countries, meet people with life and business experience from which I could learn, politics, cryptocurrencies and blogs, playing boardgames and soccer.

English - Advanced

Spanish - Beginner

Communicative and social person, with a particularly good intuition, with fast learning skills and teamwork performance.

Ambitious, hard-working, adaptive, organized.

Computer skills and competences

Computer programs: Google Adwords, Facebook Ads, Google Analytics; Advanced skills in operating computers, especially Windows platform; good knowledge and understanding of Microsoft Office; fast typewriter skills.

Classes, Authentications, Prizes

Transport Manager - AFER (Association of Railway Transport Romania)

Google Advertising Fundamentals Certificate

1st Place at "Alege este Dreptul tau!", national stage, contest organized by ANPC

1st Place at Be the Marketeer! by Philip Morris

Courses of Personal Development at University of Psychology

Driving licence

Driving licence, A & B category, since 2007