



Florin Balan



✓ I have a driving license

Spoken languages

English (Advanced)

French (Medium)

Italian (Medium)

Romanian (Native)

Your top tags

Administrator	Membru activ	
Redactor	Manager	sagasoft
microsoft office	manager vanzari	



EXPERIENCE

○ January, 2009 - present (9 years 7 months)

Membru activ @ ATDSE (Asociatia de tineret pentru dezvoltare sociala si ecologie)

○ September, 2016 - September, 2017 (1 year)

Director economic @ Pd Flowers & Garden, Bucharest, Romania

Domeniul: Management , Marketing

Responsabilitati: Domeniu companie: en gros plante si flori

- coordonarea activitatii de marketing a companiei (retea de distributie nationala si retea de magazine - sucursale:

Bucuresti, Brasov, Iasi, Braila, Constanta)

- propunerea si gestionarea bugetului de marketing

- realizarea planului si strategiilor de marketing pe termen scurt si mediu

- rebranding (realizarea, lansarea, promovarea emblemei companiei)

- organizarea si monitorizarea campaniilor de marketing (actiuni: ATL, BTL, OTL)

- organizarea si implementarea campaniilor de imagine, vanzari, lansare produs nou

- organizarea de evenimente: expozitii

- lansarea (amenajarea si promovarea) magazinelor noi

- identificarea competitorilor, tendintelor pietei si oportunitatilor de dezvoltare ale companiei

- realizarea Id-ului companiei

- cresterea notorietatii companiei

- cresterea vanzarilor

- comunicarea unitara in cadrul retelei de sucursale

- achizitia de marfuri din bursa de flori din Olanda, producatori din Europa, Asia si Africa

○ November, 2009 - March, 2016 (6 years 4 months)

Administrator @ Airbander Market SRL, Focșani, Romania

○ April, 2012 - October, 2012 (6 months)

Sales representative, Credit Card Broker @ Credit Card Broker

○ February, 2010 - February, 2012 (2 years)

Redactor @ Enjoy Media, Bucharest, Romania



EDUCATION

○ 2011 - 2012 (1 year)

**Bursa politica Frederich Ebert - Political sciences @
College / Postgraduate studies**

○ 2009 - 2015 (6 years)

UTCB - Constructions @ University (graduate)

○ 2004 - 2008 (4 years)

**Colegiul Tehnic Edmond Nicolau - Computer Science @
High School / Vocational School**