



Roxana Elena Bucur

Bilingual Copywriter

Profile

I first started as a *transportation coordinator* - a job which gave me the chance of doing a lot of travelling and getting an insight into the world of terrestrial transportation which is fast moving, as well as it enriched me later with important expertise in translation.

I am versatile and can easily adapt my skills to different domains as I am a passion driven Content & Translation person, basing my work mostly on research, if not upon knowledge (already).

After finishing my Foreign Languages studies I started working in a **corporate environment** - this gave me the chance of bringing into light the *team player* in me and growing new skills, both *technical* and *interpersonal* such as *problem solving, constructive feedback, empathy and leadership*.

As a *rock climber, a nature addict* at heart and a *mountain lover*, I felt the need of expanding my horizons even more so the desire for more professional freedom and independence came naturally.

I realized very fast I would like to work in a domain which would allow me to be free, to be able to change the environment if I wanted to and just organize my time in a more compact and efficient way.

As a consequence, I started to explore more creative ways which made more sense to me. In the last few years I managed to grow my experience in **copy-writing** in the dynamic industry of sports and **sports related translation** but not limited to.

- Beside sports, my experience is related to automotive, chemicals and pharmaceuticals industry.

Words always came easy to me and my professional background has evolved from my genuine *curiosity, passion for mountains & nature* in general and, not last, the interest for a better and more honest life.

*It is said that people who enjoy what they do are the best doers. Do you need an **enthusiastic** person who is **always** eager to find the best solution, headline, story or description for your products & **more**? That could be me!*

Let's have a talk!

Details

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Hobbies

Rock Climbing, Ski Touring, MTB-ing, Adventure, Exploring, Words, Reading Books, Accessing the new, Challenges, life.

Languages

English

French

Spanish

Employment History

Content Writer at FunRide

August 2019 — Present

- Product description for brands such as Burton, 686, Full Tilt, SMITH, Horsefeathers, Protest, Armada, Mons Royale, Fischer, Line, Marker, Tubbs, Oakley, etc.
- Content editing and proofreading

- SEO friendly product description
- Articles and reviews for blog section
- Online research

Content Writer and Website Admin at Nexles

May 2019 — Present

- Online store description
- SEO friendly product description
- Article writing and proofreading
- Article translation from En-Ro, Ro-En
- Online research

Content Writer at SALOMON Romania

November 2018 — Present

- Product description in the Sporting Goods industry: Patagonia, Mammut, The North Face, Salomon, Rossignol, Atomic, Smartwool, Helly Hansen, 686, etc.
- Content analysis and editing

Sales, content/copywriting and sport events at The North Face/Patagonia Romania, Braşov

September 2017 — November 2018

- Working with sport brands like THE NORTH FACE, SCOTT, ATOMIC, PATAGONIA, SMARTWOOL
- Sports events planning (trail running marathons, alpine ski races)
- One on one sales
- Facebook posting
- Customer interaction
- Brand awareness
- Attending international sales meetings for PATAGONIA
- Invoicing

Content Writer, Translator and Website Admin at Himalaya , Bucharest

November 2016 — October 2017

Product description for brands like Petzl, Black Diamond, Mammut, Icebreaker, Nikwax, Ternua, Julbo, Polar, Victorinox, Trimm, Scarpa, La Sportiva, etc.

- Customer advising: why and what
- Content editing
- Sports translation services, products description
- Supervising the online stock
- Customer care
- Taking over online orders and following the delivery process
- Invoicing
- Facebook posting (polls, promotions, etc)
- Managing the online platform

Sworn Translator at Freelancer

July 2015 — Present

I am experienced in sports related translations such as climbing, running, mountaineering, skiing, (technical gear, articles) automotive, user guides, IT & web translations but I am also interested in (not limiting to): Communications, Marketing, Economy, Medicine, Political Sciences, Psychology.

Sales Process Support at Hewlett Packard Enterprise, Bucharest

August 2016 — November 2016

- I did administrative activities on behalf of salesperson and created sales opportunities in the agent's name
- I created and modified sales records in the Salesforce.com and ALM database
- I updated the activities and opportunities within Salesforce.com database and ALM database
- actively participated in planning sessions in sales for certain accounts and contributed with reports and analysis for overseeing sales teams.
- Reports creation at the request of salespeople
- I managed client financial reports
- I prepared sales strategy planning accounts / verticals & follow-ups and custom reports from SFDC / ALM / Yotta

January 2021 — January 2021

Education

January 2021 — January 2021

Bachelor's Degree, University of Bucharest, Bucharest

October 2012 — June 2015

Bachelor of Arts in English, German, Economy and Law

January 2021 — January 2021

Courses

National Accreditation Authority for Translators and Interpreters, Ministry of Justice of Romania

August 2015 — August 2015

Digital Marketing Course with Raluca Radu, Dalles GO

July 2019 — October 2019

Extra-curricular activities

Assistant Event Planner at Rarau Radical Race , Campulung Moldovenesc

September 2015 — January 2021

Rarău Radical Race is both a trail running and mountain biking race. It aims to promote and develop sports activities in Romania/Bucovina, as well as human relations based on fairness and mutual respect.

References

Dan Herta from FunRide, WinterMag/Summermag

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Simona Cohn from Hewlett-Packard

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Anca BUCUR from Wintermag/SummerMag, Salomon

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