

## Contact

Cluj County  
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## Top Skills

Sales  
Customer Service  
Account Management

## Languages

English (Full Professional)  
Spanish (Limited Working)

## Certifications

Giving Your Elevator Pitch  
The Complete Digital Marketing Course - 12 courses in 1

# Ana Cretu

Business Development Manager - Technology Services  
Cluj County, Romania

## Summary

"Always give people more than they expect to get!" - Nelson Boswell

That's my professional motto and I stand by a Client-Centric attitude.

I'm an experienced Business Development Manager in IT & HR, having worked in Hunt, Marketing, Farm and Customer Support functions.

I prefer targetted approaches and I love conducting my own initial research into industries, companies and new roles, discovering how I can help organizations deliver the best outcomes for their products and drive innovation.

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## Experience

Xoomworks Ltd  
Business Development Manager  
January 2019 - Present  
Cluj County, Romania

Xoomworks Technology specializes in working with companies to deliver competition-beating technology solutions. We cultivate an inquisitive engineering culture within our organization to produce cohesive, high-performing and technically innovative teams that bring meaningful benefit to our customers.

As a Business Development Manager I engage both in New Business activities, but also in Key Account discussions with our existing customers. Working closely with our Development teams, Delivery Managers, Technical and Solutions Directors, I empower people to acknowledge their Departmental challenges, to deliver solutions and drive Project Innovation.

Techsylvania  
Business Development Partner  
October 2019 - Present

Cluj County, Romania

### Xoomworks Ltd

Inside Sales Specialist

September 2017 - December 2018 (1 year 4 months)

Cluj County, Romania

Building the XT brand:

Conducting regular meetings and updates with key project team people

identifying the tools, trends and technologies that make XT solutions rock

Building and maintaining a backlog of stories that we then turned into

marketing campaigns, blogs and press articles set out in our marketing plan

Assisting in the data preparation, publication and reporting on email campaigns

Being a savvy user of business social media tools specifically LinkedIn (LI) and building our network of followers and extending our reach through LI groups

Sales prospecting:

Researching, mapping and updating company, contact, financial data for list preparation and CRM activities

Assisting in the execution of targeted marketing campaigns

Interpreting data from email reports, Act-on/Mailchimp and SugarCRM to identify and prioritize prospect lists

Opening conversations through telephone calls and all channels available (Direct email, social media)

Building trust with prospects based on knowledge, experience and value

Identifying pain points and possible challenges that match our service proposition

Building and cultivating prospect relationships conducting timely follow-up communications in order to move opportunities through the sales funnel

Meeting agreed prospecting KPIs

Providing daily or weekly updates with regards to sales calls and sales activities to the Reporting Manager on a daily/weekly basis

### Starbiter

Key Account Manager

June 2017 - July 2017 (2 months)

Bucharest, Romania

@ Neogen

Field work – meetings with HR reps. / Office Work ( account management process )

Starbiter is the marketplace where available shifts meet people looking for an extra income.

The Starbiter App lets workers know about available shifts in shops, warehouses, restaurants or other businesses around them, allowing them to experience working in multiple companies, with an ultra flexible schedule.

### BestJobs

Key Account Manager

May 2016 - July 2017 (1 year 3 months)

Bucharest, Romania

@ Neogen

Fieldwork – meetings with HR reps. / Office Work ( account management process )

Maintaining a great relationship with the existing clients: identifying their needs and meeting their requirements by

Organizing and managing client meetings in order to understand recruiting demands and specific recruitment policies

Providing creative solutions to the problems the clients encounter, being responsible for the day-to-day end user care and maintenance of the account, pro-actively assess and address user needs in order to drive the best possible client experience

Supporting account growth and new business development, by having a direct impact on client retention and business generation

Identifying up sell and cross-sell opportunities

### CeeVee

Key Account Manager

May 2016 - December 2016 (8 months)

Bucharest, Romania

@ Neogen

Field work – meetings with HR reps. / Office Work ( account management process )

CeeVee.com is Europe's marketplace for agency recruiting. It's a place where Employers and Recruitment Agencies meet in order to simplify and shorten the recruitment process. Ceevee.com is a part of NEOGEN, an international group which is present in the HR market for over 15 years and enables companies all over Europe to recruit more efficiently.

### BestJobs

Telesales Account Manager

February 2016 - April 2016 (3 months)

Mures County, Romania

Office work, by Telesales & customer support

### CeeVee

Telesales Account Manager

February 2016 - April 2016 (3 months)

Mures County, Romania

Office work, by Telesales & customer support

### Zumzi

Telesales Account Manager

March 2015 - February 2016 (1 year)

Mures County, Romania

@ Neogen

Office work, by Telesales, customer support, copywriting and marketing processes

Market prospect/client and industry analysis in order to identify potential clients

Establishing a direct connection with existing clients, renewing old deals between parts and presenting opportunities for the implementation of new deals, based on the current market

Online promotion and sales of services representing the business offer

Verifying offer/media proposals, analyzing deals before publishing: copywriting and/or otherwise - presenting better prices if the market allows fluctuation

Verifying production, research and testing proposals - by troubleshooting internal and external bugs, reporting them to IT, presenting and implementing solutions

Establishing an advertising strategy, verifying weekly the progress of the media ads

Maintaining the customer relations process - a broad portfolio of clients  
Maintaining customer support between clients and users as final buyers  
Developing new leads, based on market research – on/offline + adding  
the leads to the current portfolio and presenting the best offers in order to  
introduce them in the online digital market  
Creating adverts for deals, in order to expand the reach of each client

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## Education

Babeş-Bolyai University

Bachelor's degree, History · (2008 - 2011)