

## **Maria-Mădălina Ifrim**

Wright Robinson Hall, Manchester, M1 7JA

Email: [maria-madalina.ifrim@student.manchester.ac.uk](mailto:maria-madalina.ifrim@student.manchester.ac.uk) Tel: 0040747610397

### **Education**

---

#### **2017-2021 The University of Manchester, Bsc Management (Marketing) with a year in industry Social Responsibility Scholar & Community coordinator in the Hall (scholarship)**

First Year results: 68% (Economic principles 93%, Fundamentals of Management Accounting 73%, Marketing Foundations 60%)

Second Year (Managing Project -77%, Economic Analysis I: Firm Market and the Economy 73%, Marketing Management 66%, Research Methodology 77%)

Expected result: first class degree

#### **2013-2017 Ferdinand I National College, Bacau, Romania**

· Average: 9.95/10, Bacalaureate Exam: 10/10 Mathematics, 9,45/10 Coding, 9,80/10 Romanian Language and literature, top 1% of my school

### **Work Experience**

---

#### **February 2019 – Present Fundraising Intern**

· Worked for the Developing team to write and design direct mail appeals that will raise money for one of the University's many charitable causes.

· Used the design and layout to enhance the appeal of the copy created.

#### **September 2018 – Present Student Ambassador at Student Development and Community Engagement Division**

· Worked closely with the staff to promote the Ethical Grand Challenges and the Manchester Leadership Programme through volunteering fairs and outreach events.

· Developed the capacity to interact with different types of people, to problem solve and to facilitate presentations.

#### **April 2017 Spring Insight Morgan Stanley Technology Division**

· Secured a place in a competitive programme that gave me an overview of the Technology department and the different areas that comprise the Division.

#### **May 2017– September 2018 Intern-European Fellowship on Youth Leadership**

· Participated in a complex programme of youth leadership with a mix of learning experience: training, job shadowing, practice, inspiration and peer-to-peer training.

· Gained project management skills while working in multicultural teams.

· Lead and trained a team in a Youth Exchange in Germany.

#### **Jul 2016–Sep 2016 New Media Ambassador**

· Selected in the 3 months practical training in the field of social media, multimedia, PR and communication skills.

· Delivered the design of a mobile application, social media campaigns, articles and a stakeholder management plan on a marketing automation platform.

· Designed a presentation brochure, a simple website and a logo.

· Created an online communication plan and a Visual Identity Manual.

· Awarded a Magna cum Laude Diploma out of 100 international participants.

#### **Apr 2016–May 2016 Mobility Center Trainee**

· Communicated with international stakeholders while establishing 100 Erasmus + partnerships for the Group of European Youth for Change.

· Wrote articles and researched the market, gaining an “excellent” qualification.

#### **Jul 2014–Aug 2014 Intern**

· Secured a summer internship position for the Romanian Commercial Bank.

· Worked half of the time as a bank teller and half of the time undertaking the national tasks imposed by the programme (marketing department, human resources, research), being awarded twice one of the best 3 interns from the country.

### **Positions of Responsibility and Achievements**

---

#### **October 2017 – February 2019 AISEC- Manchester Branch, Finance Vice President**

· Managed the legality and sustainability of the structure, as well as Auditing, Accounting, Budgeting and Reporting of my organization.

· Trained the members from the network on different topics after obtaining International Accreditation.

- Co-lead a team of 60 individuals from different backgrounds.
- Won twice the “Best Financial Entity” out of 15 Local Committees.

**November 2017-Present Society of Finance, Accounting and Business – Outreach Officer / General Secretary**

- Maintained the internal organization aligned with the scope, mission and goal of the organization,
- Managed the social media platforms, the newsletter database and the contact with different publications/magazines.
- Engaged the external stakeholders (approximately 10 companies) in the campus events.

**August 2018 - Present Financial Manager for AIESEC UK**

- Managed the education cycle for 15 Vice Presidents of Finance from around the country.
- Developed tools and resources to maintain the entities financially sustainably.
- Coached the vice presidents in implementing financial strategies and supporting their teams.

**May 2017-Present Image Circle member for Aspire**

- Contributed to the external marketing team of the only organization that gathers professors from Stanford, Harvard and Intesa in programs that focus on leadership and entrepreneurship.

**1 May 2015- 6 June 2015 Marketing and PR Coordinator for the National Festival “Joy Though movement” Bacau**

- Delivered the social media campaign and the social media event.
- Wrote the press release that was published by 10 local newspapers.
- Coordinated the volunteers throughout the physical marketing campaign.

**October 2015 – October 2016 Director of the "PR and Communication" Commission of the Bacau County Council**

- Delivered information campaigns through social media regarding the rights of students in state schools.

**March 2014 – September 2017 National Redactor of the National Students Council**

- Connected the body of students with the press around Romania through social media campaigns and press releases.
- Delivered 15 national campaigns for national media outlets.
- Participated at all general assemblies, national and interregional conferences regarding leadership, representation of students, project coordination.

**June 2013- September 2018 Volunteer for the Ministry of Internal Affairs, Romania**

- Worked for the National Anti-Drug Agency, in the Center for Prevention, Evaluation, Coinciding Antidrug Bacau, experiencing different ways of interacting with people (in youth prison, maternal centres, hospitals etc)
- Coordinated the project "Here for YOU!", a project that implemented non-formal education methods with the children from the local hospital
- Won the title of the best project coordinated by an Institution, being nominated as the best volunteer in the education sector.
- Received a letter of gratitude from the Secretary of State, representing Romania in an International Volunteer Camp in the Republic of Moldavia.

**Additional Skills**

---

**IT** - European Computer Driving License

**Languages** – Romanian (native), English (IELTS 7.5 in the year 2017), German (Intermediate)

**Public Speaking** – I enjoy debating and speaking in public into various formats such as Model United Nations or NATO Conferences. I participated at 6, receiving 3 awards; I chaired 2 committees and was the Social Media Manager for the Defense and Dialogue in Eastern Europe NATO Conference. Moreover, I was three times a delegate for the European Youth Parliament (regional level, national level and training for organizers, journalists and chairpersons).

**Interests and Activities**

**Travelling** I enjoy travelling and discovering new countries, especially in International projects (I was in 6 Erasmus+ projects in Italy, Slovenia, Spain and Germany) and a training course in Ireland.

**Volunteering** I volunteered for the 17<sup>th</sup> Sustainable Developing Goal of UN creating for 6 months marketing and management strategies for a non-profit organization that works with kids between 2 and 6 years in a favela region in Salvador, Brazil.