

# Adria Rus

Account Manager at Explode Social Media

Birmingham, UK

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## Links

[LinkedIn](#)

## Languages

English (Fluent)

Romanian (Native)

Spanish (Basic)

## About

### BRANDS WORKED WITH

Busy Bees Nurseries

Dalia's Book

Explode Social Media

FSPAC - Facultatea de Științe Politice, Administrative și ale Comunicării

Moody Buddy

PATRIR

The Francisc

## Experience



### ● Account Manager

Explode Social Media | Sep 2023 - Now

### ● Social Media Executive

Busy Bees Nurseries | Aug 2022 - Sep 2023

Grew Busy Bees' TikTok followers by 933% and their engagement by 44K%



### ● Social Media Executive

Explode Social Media | Dec 2021 - Aug 2022



### ● Social Media Assistant

Explode Social Media | Mar 2021 - Dec 2021

Developing forward-thinking social media plans across Instagram and Facebook.

Writing engaging copy for social media ads and organic posts.

Writing briefs for video content production.

Designing creative assets for social media platforms that reflect each client's look & feel.

Creating influencer campaigns using researching, reviewing, briefing, monitoring and reporting tools.

Measuring and reporting success of marketing campaigns using social media analytics.

Liaising with internal and external stakeholders within the agency and clients.

Performing community management by responding to comments and customer queries in a timely manner.

### ● Communication and PR Specialist

PATRIR | Jun 2020 - Oct 2020

Developing the social media strategy and content for the Institute's Facebook, Instagram, and LinkedIn channels.

Coordinating the communication strategy for all foreign partners involved in the Institute's projects.

Creating visual content for social media (Canva).

Collaborating with influencers on online campaigns.

Creating Paid Social Media ads.

Social Media Copywriting.

### ● Social Media Coordinator

Moody Buddy | Dec 2019 - Jun 2020

Developing the social media strategy and content.

Organising photoshoots for promotional purposes.

Collaborating with relevant influencers and helping the brand expand its reputation and visibility.

Running the day-to-day community management and post execution.

- **Marketing Assistant**

The Francisc | Dec 2019 - Mar 2020

Responsible for social media strategy and content creation for different platforms: Facebook, Instagram and Pinterest.

Social Media Copywriting.

Designing wedding exposition stands.

Scheduling/attending photoshoots for clients and influencers.



- **Digital Marketing Assistant**

Dalia's Book | Apr 2019 - Jul 2019

Developing the social media strategy and content for different platforms: Facebook, Instagram and LinkedIn.

Getting involved in event planning processes.

Creating and maintaining media relationships.

- **Social Media Intern**

FSPAC - Facultatea de Științe Politice, Administrative și ale Comunicării | May 2018 - Jun 2018

Responsible for content creation for Facebook and Instagram.

Attending events and producing write-ups for key information.

Creation of copy used on advertising merchandise.

## Education & Training

2016 - 2019 ● **Universitatea „Babeș-Bolyai” din Cluj-Napoca**

Bachelor's degree,