

Oana Andreescu

SOCIAL MEDIA MARKETER

ABOUT ME

SERVICES

PORTFOLIO

CONTACT

**Value driven marketing:
results, not vanity metrics**

GET TO KNOW ME



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Hello!

11+ years experience as a Social Media Marketer,
committed to delivering tangible outcomes.
My motto: "Results, not vanity metrics."

I employ high-quality research and analysis to develop actionable social media strategies that fuel lead generation, conversions, and revenue.

Proficient in social listening, I advocate for strategic planning and excel in creating compelling content and successful paid campaigns.

MORE ABOUT ME

Services



Social Listening

11 YEARS EXPERIENCE
SPRINKL SOCIAL ANALYST PRO

Tool set-up, reports, and digital strategy recommendations based on social listening insights.

Tools: Synthesio, Sprinklr, Netbase, Brand24



Advertising

\$1M+ MEDIA BUDGET
LINKEDIN / META

Strategy, implementation and optimization of social advertising on Facebook, LinkedIn.



Social Media Content

COMPELLING CONTENT THAT DRIVES
CONVERSION

Strategize, develop and deploy pertinent content tailored to meet your business objectives.



Reporting/Analysis

DECISION-FOCUSED MARKETING
REPORTS

Implement automated reporting solutions to streamline your marketing analytics requirements.

Testimonial



Oana is a very passionate person, user-focused and results-oriented. It was a real pleasure working with her in 2 different companies. She doesn't settle for less and fights back to defend her ideas, always with arguments. If you need a social media community geek or strategic approach, she's the girl to approach. Thumbs up and keep up the great work!

Maria Țărmure, CEO Small Academy

Oana has the unique ability to take a complicated situation, work through it, and provide a data-driven solution. She helped us create great content that is grounded in data to produce better results than we would have seen previously. Knows when to push, knows when the juice isn't worth the squeeze and moves quickly forward.

Eric Ellis, Marketing Manager @ Bobcat Company

Oana was very responsive and competent. She quickly understood what we were going for and could produce desired results fast and they needed little revision. Definitely recommended if you're looking for a good writer.

Impact Media

Oana was my Facebook marketer. It was one of the most enjoyable and productive collaborations ever. She has the know-how and has the patience to guide you through everything. I highly recommend here!

Radu Negoită, CEO Case Strâmbe Pe Radar

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Certifications

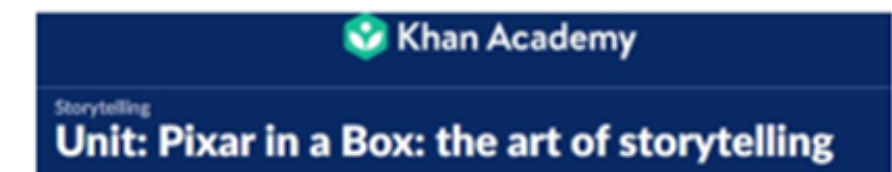
SOCIAL LISTENING



LINKEDIN MARKETING



STORYTELLING



FACEBOOK ADVERTISING



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Tools



SOCIAL LISTENING

COMPETITOR REVIEW

BRIEF

Analyze competitor brands in the school safety industry in the US.

SOLUTION

Leverage social listening to track and analyze all online conversation on the topic in the last 12 months.

RESULTS

Competitor review report including Share of Voice analysis, activity overview for top brands in the industry, and recommendation on social media strategy and key messaging to be used in the upcoming NPI campaign.

TOOL

Synthesio



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SOCIAL LISTENING

TOP CONTENT/INFLUENCERS

BRIEF

Identify top engaged content and influencers in education to inform the creation of a LinkedIn carousel

SOLUTION

Leverage social listening to track and analyze all online conversation on the topic in the last 3 months.

TOOL

Brand24



Oana Andreescu • You

Social Media Analyst @ Honeywell | Strategy and Analysis Expert

4mo • 

I gravitated toward education-related local businesses in my line of work for years now. It's time I went international. I did what I wanted to do for a while now - tested BRAND24 to do a short sweep and see what I could learn.

I looked at [#edtech](#) and tried to understand what trends and companies led the pack in the last 3 months.

This is what I came up with:

-  top 3 stories in the last 90 days
-  top hashtags and what that tells us about trends
-  people to watch - I had NO idea how many teachers are TikTokers, did you?

Feedback on Brand24:

-  easy to use
-  comes with pre-built dashboards for your basics - mentions, influencers, overview dashboard, analysis report, and a lot more. They are kind enough to provide a trial period so you can take a stab at it yourself.
-  at \$100/month it is a good tool for quick and easy reports leveraged by nimble content teams with the chops to learn a new tool in 1-2 hours and turn that data into actionable.

What is next:

- redo this in 3 months

VALUE DRIVEN MARKETING

1/5

EDTECH

 Social Listening Insights to Inspire Your Content Plan



@oanaandreescu

VALUE DRIVEN MARKETING

4/5

PEOPLE TO WATCH



Rachelle Dene Poth

ISTE Certified Educator, Consultant, Author and Attorney. Teaches French, Spanish and STEAM. Emerging Technology. THRIVEEDU LLC is her consulting business and she provides PD for districts on topics including STEM, Emerging Technologies, Assessments, Blended Learning, SEL and more.

Wrote 18 books on education she sells in her Amazon store, her top selling book is *Chart a New Course: A Guide to Teachers' Essential Skills for Tomorrow's World*. *Kindle Edition*



@iamthatenglishteacher (5.8M followers, 36.9M likes)

TikTok account reaching out to English students worldwide.



ISTE

ISTE Official (195.4K Twitter followers)

NGO, home to a passionate community of global educators who use technology to revolutionize learning.



Irishfella.exe(2.2M followers, 25M likes)

TikTok account of an Irishman reading stories live to kids



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VALUE DRIVEN MARKETING

2/5

TOP 3 STORIES

These are the top stories in #edtech from the past 90 days.



Teach the teachers

[\(link\)](#)

Teacher Shelby Beines takes to TikTok to teach other teachers how to print big posters using a regular printer. Platform: TikTok Engagement: 715K



Lumio, free tool for teachers, promoted on

[\(link\)](#)

TikTok Catherine Coyle (@classroomcreations, 215K followers, 3.2M likes), records her screen while using the tool to recommend it as part of a partnership. Platform: TikTok Engagement: 4.4K



Byju's, the edtech giant and India's most valuable startup, is in trouble

[\(link\)](#)

The company is reported to have laid off 400 staff.



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WAS THIS HELPFUL?

Be sure to save it so you can come back to it later!

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PEOPLE TO WATCH



Rachelle Dene Poth

ISTE Certified Educator, Spanish and STEAM. Emerging Technology. THRIVEEDU LLC is her consulting business and she provides PD for districts on topics including STEM, Emerging Technologies, Assessments, Blended Learning, SEL and more.

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ADVERTISING

FACEBOOK LEAD GEN CAMPAIGN

CHALLENGE

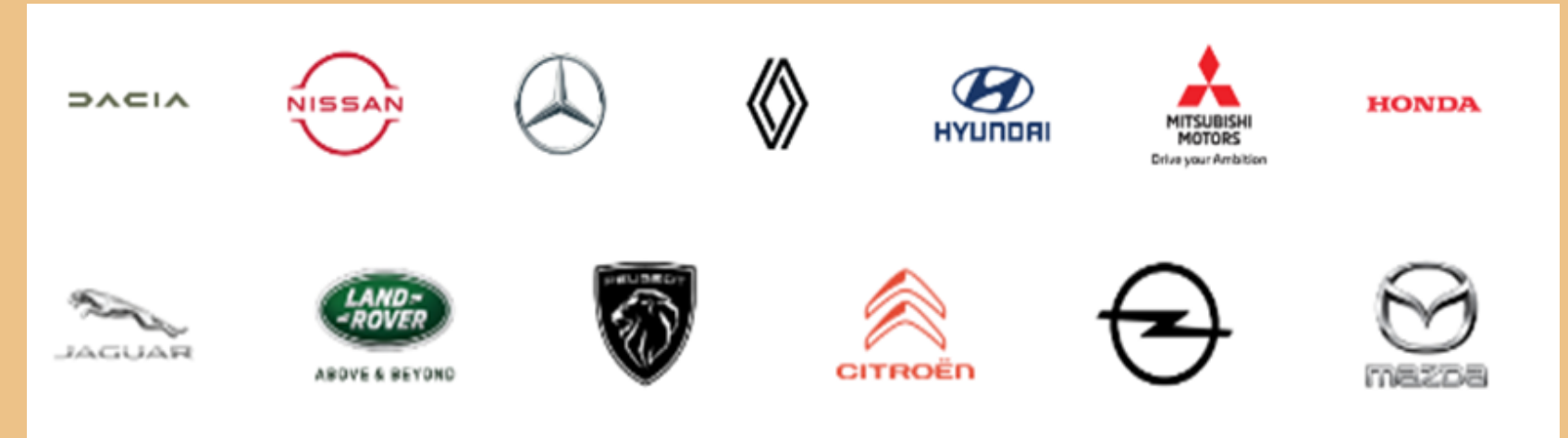
Drive leads in a competitive market with volatile offers.

SOLUTION

Leveraged Facebook lead gen campaigns to deliver on the goal. Employed a mix of audiences, ad formats, and targeting strategies.

RESULTS

- Budget: – 44% vs previous year
- Leads: 15,000 (+20,5% vs. previous year)
- CPL: – 49% vs. previous year



ADVERTISING

FACEBOOK LEAD GEN CAMPAIGN

CHALLENGE

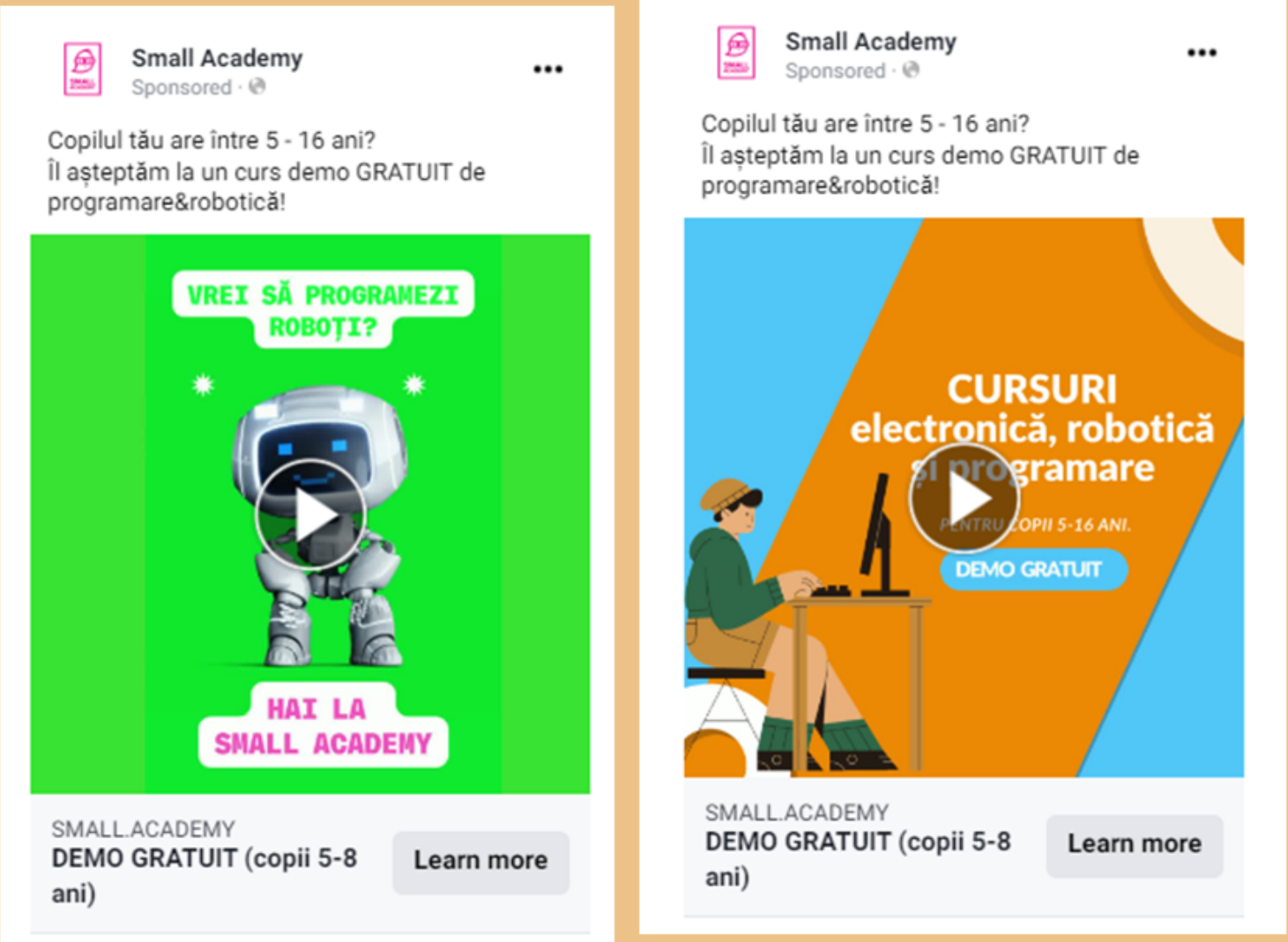
Drive leads in a competitive market for STEAM kids courses.

SOLUTION

Leveraged a mix of Facebook, LinkedIn and TikTok ads, employed a mix of campaigns and messaging to drive results

RESULTS

Drove 200+ leads at a 3X times lower CPL.



Campaign	Reach	Results
OA August 2022 Web traffic Revista v2 Lifetime budget	34,248	496
OA Lead Gen 7-30 Sept	55,646	120
OA Conversii website V2 26 aug 2022 - 30 septembrie	111,936	73

ADVERTISING

LINKEDIN LEAD GEN CAMPAIGN

CHALLENGE

Drive leads for a steel manufacturing company with no brand awareness in 4 new markets – Belgium, Germany, Netherlands, Austria with a limited budget and no activity on LinkedIn.

SOLUTION

Set up a LinkedIn message ads campaign to deliver on the goal, leveraging the LinkedIn profile of the company CEO.

RESULTS

2 valuable contacts engaged the CEO, contract discussions started.

Need high-quality steel products?

Let's talk!



Client
CEO, [Redacted]

Happy to connect on LinkedIn!

I see we're working in related industries and believe I can help.

My company, Steelcore Europe, supplies steel products and services, including high precision plasma and oxyfuel cutting. We are based in Eastern Europe, Romania, Cluj-Napoca.

You can find more info about our products [here](#).

If interested, please check out our products & services and connect!

Let's talk! →

ADVERTISING

FACEBOOK LEAD GEN CAMPAIGN

CHALLENGE

Drive brand awareness for a boutique vintage furniture showroom in Romania, a country where vintage furniture is a very small market.

SOLUTION

Leveraged Instagram as main channel of communication (accesssible, hosts the target audience).

Leveraged Facebook advertising to drive brand awareness, event attendees and leads.

RESULTS

Leads: 207 leads in 3 months



Vintage

OA Event Sept Pictura Event responses Aug 31 - Sept 16	9,352	164 Event Responses
OA TRAFFIC 31 august - 30 sept	9,868	2,281 Link clicks
OA BRAND feb - sept	269,684	16,400 Estimated Ad Recall Lift (...)
OA Leads - Form 11aug - 30 septembrie	15,140	58 On-Facebook Leads

REPORTS/ANALYSIS

EDTECH LINKEDIN ADVERTISERS

CHALLENGE

Analyze LinkedIn ads of 11 companies in online education, and identify gaps and opportunities.

SOLUTION

Leverage LinkedIn Ads Library

Learnings

- 1) Static landscape imagery dominates in terms of creatives. A missed opportunity as both vertical imagery and documents have proven to drive up to 5X more engagement
- 2) Stock. So.Much.Stock.
- 3) Brand awareness campaigns are almost non-existent. Creatives focus on the bottom of the funnel even for smaller companies and brands.
- 4) Missed opportunity: video ads, LinkedIn Events, LinkedIn Live.

LINKEDIN ADS ANALYSIS

11 companies in education
January - October 2023

MEDIAN # OF FOLLOWERS	MEDIAN # OF ADS	ADS/MONTH
388.2K	92	9

Top followers			Top advertisers		
					
Coursera 17.76M	Udemy 1.26M	Simplilearn 497.4K	McGraw Hill 544 ads	Udacity 508 ads	edX 309 ads

Top opportunities

- ☒ Human touch
Stock imagery is predominant among the 11 companies analyzed. With social media getting more and more personal and human, companies in education could benefit from imagery with real people or crative that tells a human story, not only sale focused.
- ☒ Brand vs Demand
Tale as old as time: media budget is focused on conversion. On average, more than 80% of ads are focused on conversion for specific products/services. While some big brands as Coursera or Udemy
- ☒ Format: diversification, diversification
Static images. All 11 companies analyzed are static and most fail to leverage all available formats: video, documents (that can drive up to 8-10X more engagement), text ads, message ads, there are a lot of other choices available and

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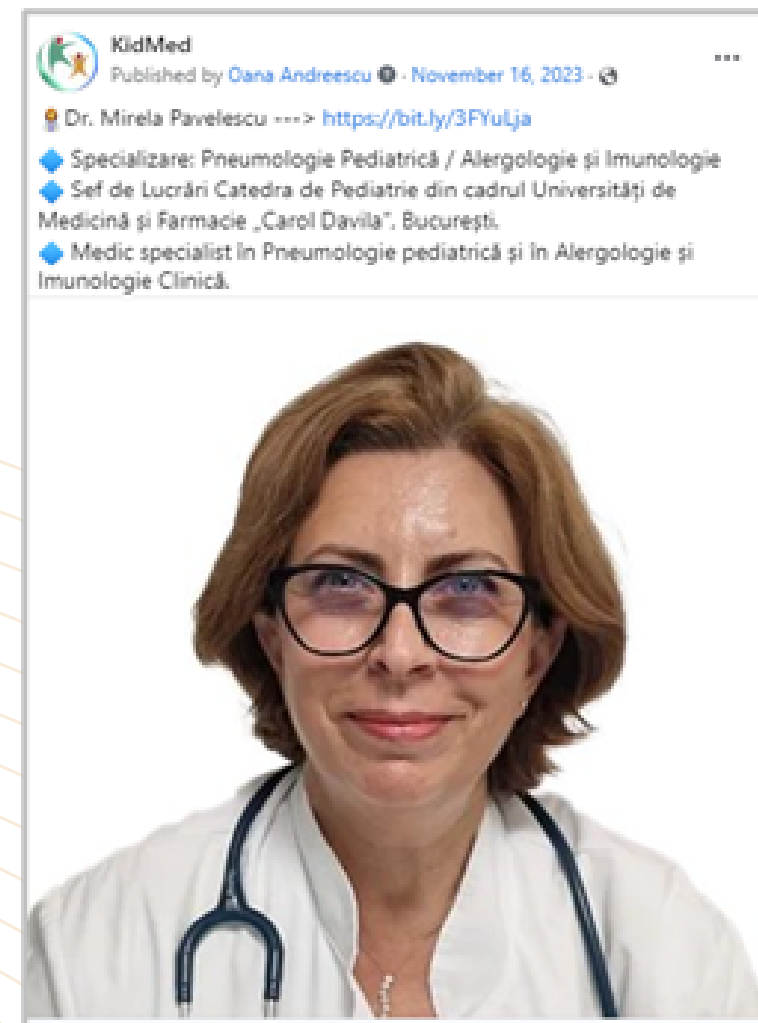
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SOCIAL MEDIA CONTENT

  **Pediatrics clinic**



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STEAM EDUCATION

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GIFTING/COOKING SHOW



BLOGGING



I got asked this question: what's the most appropriate marketing mix?

by [Oana](#) | Apr 28, 2022

Is there one? A perfect everlasting marketing mix? I am afraid not. And also happy. Because that is why we, marketers, still have a job: we continue to test, test, and test in search of the most appropriate marketing mix, the one that drives better ROMI. Audiences'...



Have Your Cake And Eat It, Too (Revisiting Marketing Basics)

by [Oana](#) | Oct 1, 2021

More than 12 years ago a Marketing Professor claimed business owners should look at their business as a layered cake. She did this in a late evening lecture with more than 100 hungry people. "Advertising is just icing on the cake" she said. She went on to explain the...



Flori, fete și IoT: cum programezi RaspberryPi la 12 ani.

Leia are o floare verde în păr și zâmbește timid de pe scaun. O întreb dacă știe ce e ăla IoT și se uită mirat la mine. Nu știe, dar e aici, într-o duminică friguroasă, la ora 9:45. Vrea să afle.

[Citește articolul](#)



TRAVEL FOR SCENERY - OCTOBER 23, 2019

18 Eye-Candy Pics To Get You To Visit Romania

We at Ticket To Nomadland are wanderlust travelers trapped into corporate offices. That's why whenever Octavian, my boyfriend, sends me snapshots from his travels across the country I...

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