

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!

12+ 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

12 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

Oana Andreescu

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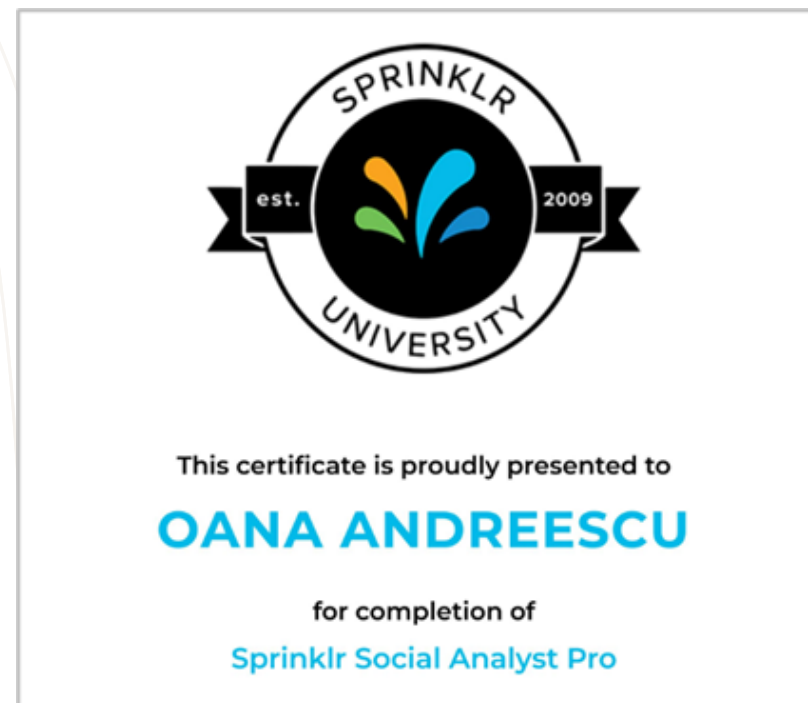
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Certifications

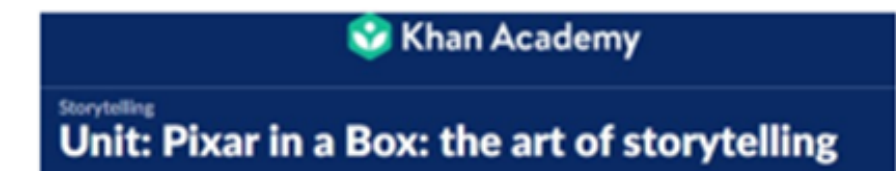
SOCIAL LISTENING



LINKEDIN MARKETING



STORYTELLING



FACEBOOK ADVERTISING



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Tools



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Browse portfolio by

Services

Market research

Advertising

Social Media Marketing

Industries

Edtech

Green Energy

Publishing

Healthcare

Industrial
Manufacturing

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MARKET RESEARCH

EdTech: Trends

Description

Quarterly market research on edtech and trending topics that shape the evolution of the topic.

Tool

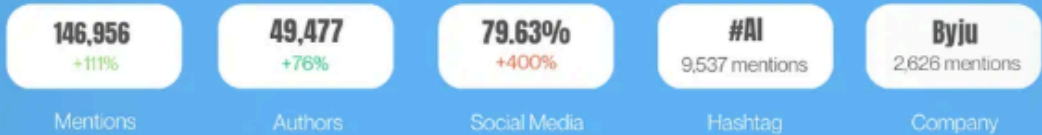
YouScan Social Listening

[Link to full report](#)

NEW IN #EDTECH

Q3 2024

The report leverages social listening data to create a quarterly snapshot of what's new in #edtech. The goal of the report is to inspire marketers and their teams in creating value driven campaigns and content.



Topics

AI: threats and opportunities

The integration and impact of AI in education are widely discussed, focusing on personalized learning, ethical considerations, and AI's role in reshaping learning experiences. Discussions on the ethical implications of AI in education, the importance of digital literacy, and the protection of student data privacy are emerging as important topics.

Online learning

Online learning and digital education are major trends, with discussions around #OnlineLearning, #DigitalLearning, #EdTech, and various online education tools and platforms. UGC content dominates the topic as every individual hosting an online course is heavily promoting their course on social media.

Roblox and child safety online

The role of technology in education, particularly the use of digital platforms for children's education and safety, is a key area of interest. This includes educational YouTube channels, coding classes, and online safety education through platforms like Roblox.

Company leaderboard



BYJU'S insolvency case on August 22
Byju's is facing significant financial and legal challenges, including insolvency proceedings and a dramatic decline in valuation from \$22 billion to less than \$2 billion. The company has been involved in multiple legal disputes, including with US-based lenders over unpaid dues and with the BCCI over sponsorship payments.



Udemy, major competitor in elearning
Recognized as a major online learning platform, it offers a wide array of courses across various subjects and geographies. Udemy utilizes promotional strategies such as coupon codes to attract learners, which are frequently mentioned across different courses



ISTE 2024: awards, AI, networking opportunities
ISTE 2024, are highlighted for their role in showcasing educational technology innovations, providing networking opportunities, and featuring key industry insights.

People leaderboard



Dr. Rachelle Dené Poth (@ThriveinEDU) (1,595 mentions)
Full-time Teacher & Consultant | Author/Attorney(Keynote Speaker) Expertise: Artificial Intelligence Strategist, AI and the Law, AR/VR, Cybersecurity, STEM, PD & Coaching, ISTE-Certified Educator |



University of Scholars (400 mentions)
Launched in 2015, it aims to establish a research-intensive modern private university for Bangladesh as well as international students which will produce world-class researchers and industry leading professionals. The YouTube channel posts up to 10 video classes per hour.



Chris Toyne (736 mentions)
Writes about Social Selling, Sales, Education and EdTech

MARKET RESEARCH

Green Energy

Description

Monthrly market research on green energy in Europe and trending topics that shape the evolution of the topic.

TOOL

YouScan Social Listening

[Link to full report](#)

GREEN ENERGY IN EUROPE

Social Intelligence Report [Nov 2024]

GREEN ENERGY IN EUROPE

Mentions breakdown by topic



Mentions breakdown by source



- newlocker.com - stock.news
- maps.google - reviews for Go Green Energy GmbH & Co KG

Sentiment breakdown by source (November 2024)



Twitter and YouTube, drive most of the negative mentions.

GREEN ENERGY IN EUROPE: TRENDS BY COUNTRY

November 2024

- 1 Politics and Labour conflict of interests related to green energy

2 The death of clean, green energy in the USA? Analysis by Just have a think link

3 Largest solar power farm has gone down because of the storms link
- 1 Corporate Responsibility: BMW engages in social responsibility programs, including education, community development, and environmental conservation

2 German parliament is now conducting an inquiry into how Green officials misled the German public in closing all the nuclear plants even after a dangerous energy crisis and the invasion of Ukraine began.

3 The British have already phased out coal. Now renewables are being expanded further quickly and ambitiously. This protects against global warming, against Putin and against loss of prosperity.
- 1 German parliament is now conducting an inquiry into how Green officials misled the German public in closing all the nuclear plants even after a dangerous energy crisis and the invasion of Ukraine began.

2 Stories on how The U.S. National Renewable Energy Laboratory believes that much more progress is needed for renewables to be able to autonomously ensure the stability of power grids.

3 Story on how China banned exports to the United States of the critical minerals that have widespread green energy and military applications, escalating trade tensions the day after Washington's latest crackdown on China's chip sector

MARKET RESEARCH

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

VALUE DRIVEN MARKETING

1/5

EDTECH

i

Social Listening Insights to Inspire Your Content Plan

@oanaandreescu

VALUE DRIVEN MARKETING

4/5

PEOPLE TO WATCH



Rachelle Dene Poth

[link](#)

ISTE Certified Educator, Consultant, Author and Attorney. Teaches French, Spanish and STEAM: Emerging Technology. THRIVEinEDU 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 sellin book is *Chart a New Course: A Guide to Teaching Essential Skills for Tomorrow's World Kindle Edition*



@iamthatenglishteacher (5.8M followers, 36.9M likes)

[link](#)

TikTok account reaching out to English students worldwide.



@ISTEofficial (195.4K Twitter followers)

[link](#)

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



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

[link](#)

TikTok account of an Irishman reading stories live to kids

@oanaandreescu

VALUE DRIVEN MARKETING

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PEOPLE TO WATCH



Rachelle Dene Poth

[link](#)

ISTE Certified Educator, Consultant, Author and Attorney. Teaches French, Spanish and STEAM: Emerging Technology. THRIVEinEDU 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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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 Shelbi Reines takes to TikTok to teach other teachers how to print big posters using a regular printer.
Platform: Tiktok
Engagement: 71.5K



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

[\(link\)](#)

most valuable startup, is in trouble
The company is reported to have laid off 400 staff.

@oanaandreescu

MARKET RESEARCH

Beach, please! festival: The Good, The Bad, The Complicated. And the Selly Brand.

DESCRIPTION

Analyze online conversation around the festival *Beach, please*. Identify the risks and opportunities.

TOOL

YouScan Social Listening



The good, the bad, the controversial.

Online conversation around the biggest hip-hop festival in the world.

Global festival, local crises



Wiz Khalifa and the illegal joint

Wiz Khalifa was arrested for smoking marijuana on stage at the Beach Please! festival, sparking significant controversy and legal discussions about drug consumption in Romania. Selly, co-organizer of the Beach Please! festival faced significant criticism and potential legal consequences.

After his release, the artist said would be back "without a big a** joint".

There is a context to the entire controversy: last year a 20 year old killed 2 young adults in a car crash while on drugs. That event happened in a seaside resort not far from Costinesti. The Romanian Parliament was discussing a new law on driving while under the influence.

French Montana and his friend, Andrew Tate

French Montana's decision to bring controversial influencer Andrew Tate on stage at the festival caused a stir and backlash, given Tate's legal troubles - the Tate brothers spent 3 months in prison under the accusation of human trafficking. Supposedly they recruited young girls using the Loverboy method. in Romania.

Romania is one of the top European countries facing human trafficking issues and Andrew Tate is seen as a bad influence on youngsters due to his strong remarks around women, being heavily criticized by organizations advocating against domestic violence.



MARKET RESEARCH

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



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

ADVERTISING

FACEBOOK LEAD GEN CAMPAIGN

CHALLENGE

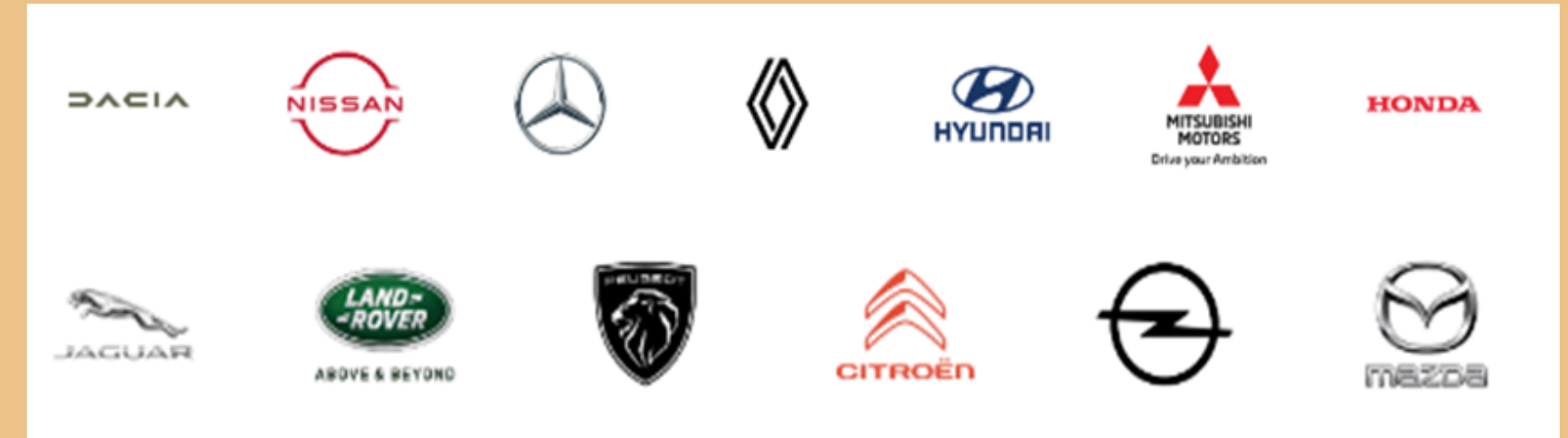
Drive leads in a competitive market with volatile offers.

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

PUBLISHING

CHALLENGE

Drive customers in two competitive markets, United States and United Kingdom during peak e-commerce season, Christmas.

SOLUTION

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

RESULTS

- ROAS: 2

**A masterpiece.
Just like dad.**



LEAD GENERATION

HEALTHCARE

CHALLENGE

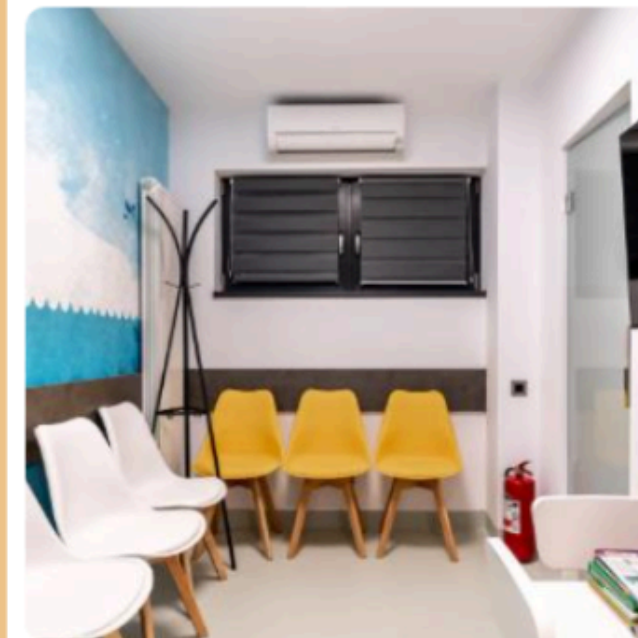
Drive qualified leads for a private health clinic.

SOLUTION

Negotiated and signed deals with three different websites to integrate owned website with these platforms.

RESULTS

- Leads: 65 leads at a 5 euro cost/lead



Clinica Kidmed , Clinica Kidmed

📍 Adresa: Sos. Stefan Cel Mare 35, Bloc 31, Scara 3, Parter, Apartament 79, Interfon 79, Sector 2 - [vezi harta](#)

Program de lucru

Luni-Vineri: 09:00 – 21:00 Sambata: 09:00 - 17:00



CLINICA MEDICALĂ KIDMED, BUCUREȘTI

Cardiologie / Chirurgie generală / Clinici Medicale / Dermatologie / Endocrinologie / Gastroenterologie / Medicină internă / Neurologie / Ortopedie / Pediatrie / Pneumologie / Radiologie-Imagistică / Cardiologie pediatrică / Nefrologie / Ortopedie pediatrică / Ecografie / Radiologie /

📍 București / Sector 2

✓ Această unitate medicală este revendicată de proprietar

✉ Contact

⚠ Sugerează o modificare

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 Landing Page ...
OA Lead Gen 7-30 Sept	55,646	120 On-Facebook L...
OA Conversii website V2 26 aug 2022 - 30 septembrie	111,936	73 Website Leads

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!



Chendy Anil

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

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SOCIAL MEDIA CONTENT

Industrial manufacturing

CHALLENGE

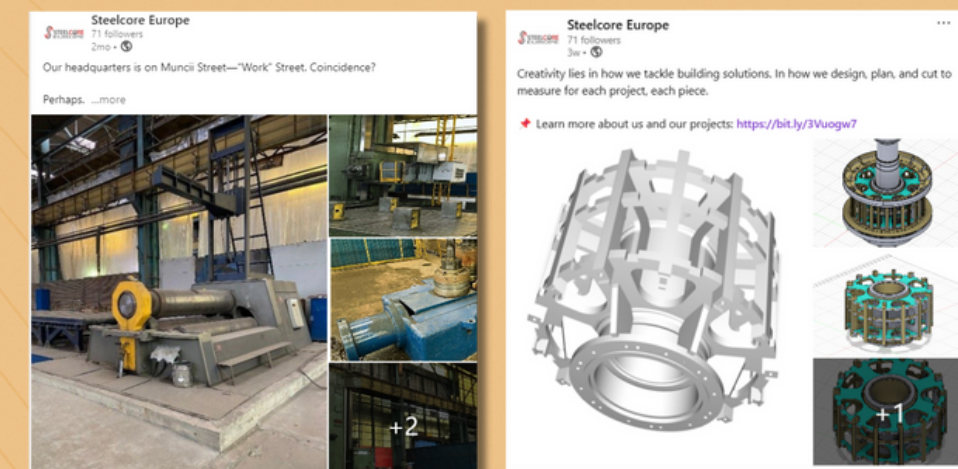
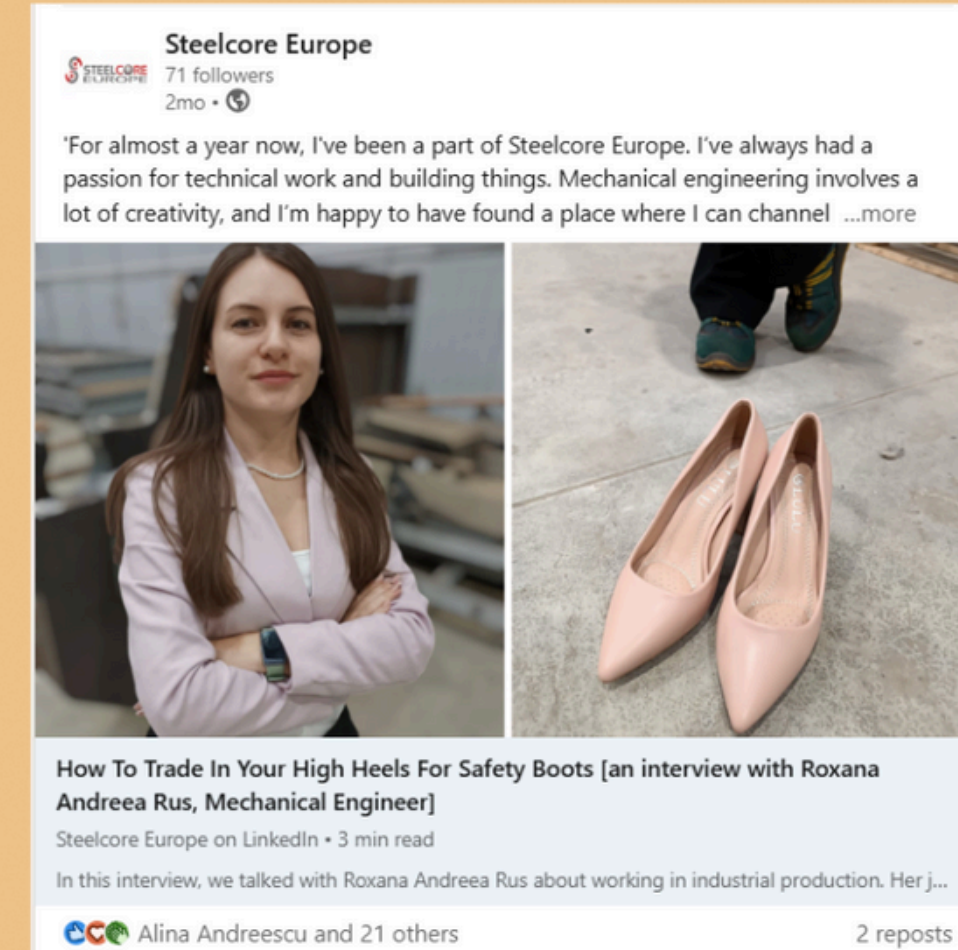
Grow a LinkedIn page for an industrial manufacturing brand with little to zero presence online and limited creative available.

SOLUTION

Leveraged social listening research and employee advocacy to create valuable content and increase brand reach and engagement on the channel.

RESULTS

- 3X more followers in 5 months,
- 300% increase in impressions
- 232% increase in engagements



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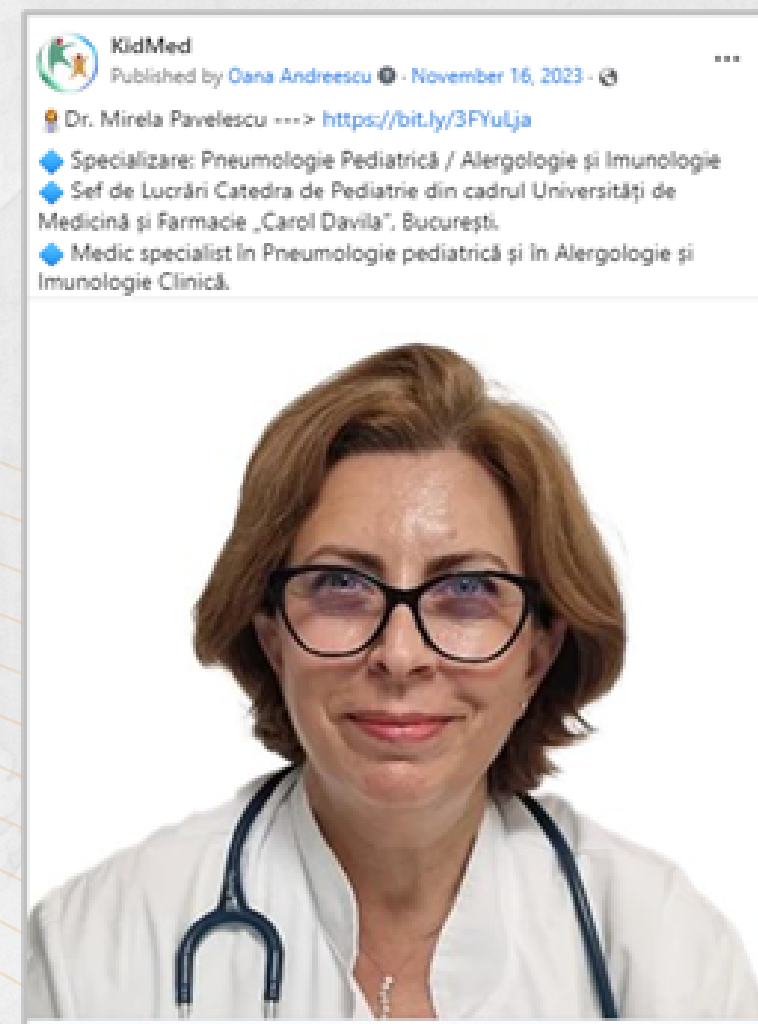
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SOCIAL MEDIA CONTENT

  **Pediatrics clinic**



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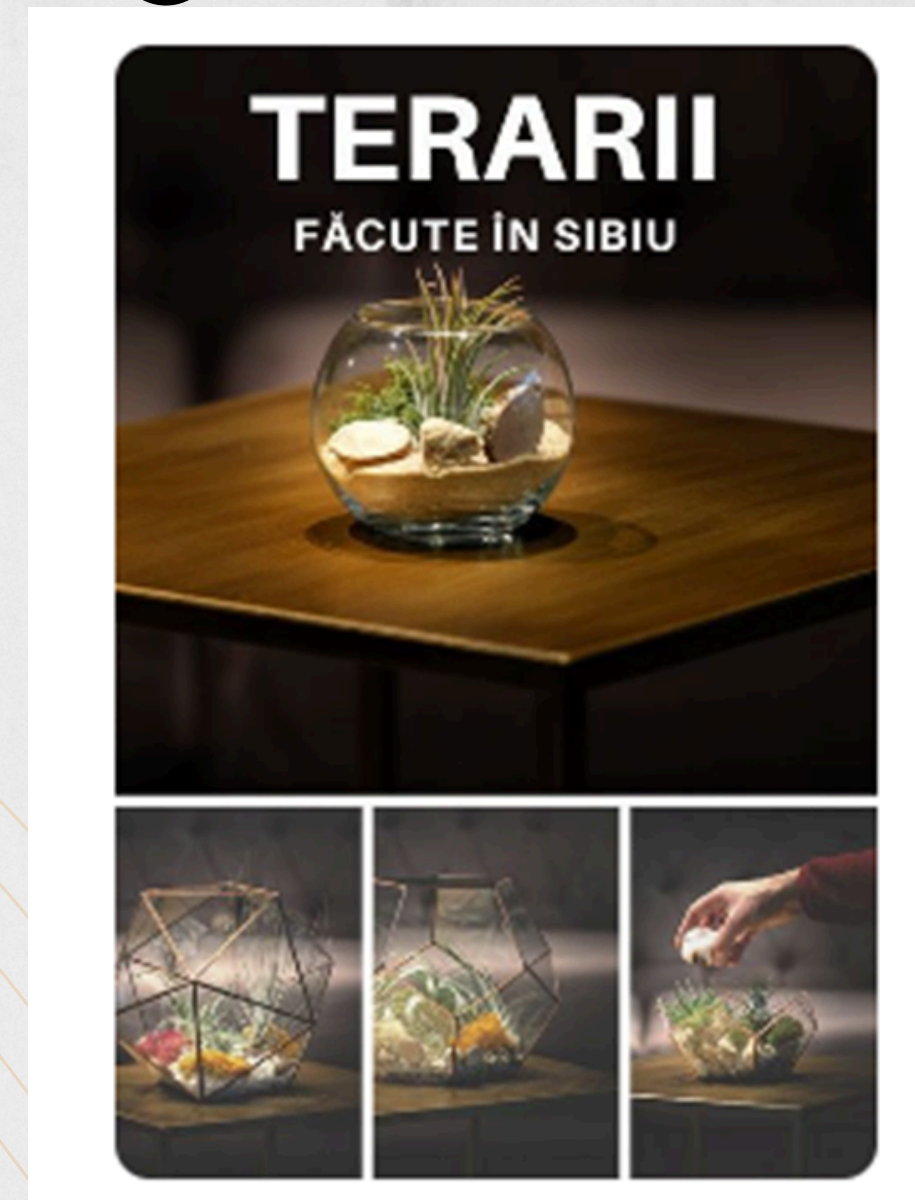
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SOCIAL MEDIA CONTENT

STEAM EDUCATION



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...



Basic

800 euro/month

Social Media channels audit
Content strategy aligned with KPIs
Social Content
Monthly report



Basic + Advocacy

1,000 euro/month

Social Media channels audit
Content strategy aligned with KPIs
Social Content for LinkedIn
Community management
Monthly report



Social Listening

1,200 euro/month

Keyword set-up
Share of Voice Analysis
Industry & Trending Topics
Highlights & Recommendations

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BOOK A CALL

 <https://calendly.com/oanaandreescu>