BIANCA ANA-MARIA BALICA

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EDUCATION

International Marketing Minor
EDHEC Business School, Nice (France)
- Erasmus+ Study Exchange

Sep 2026 - Present

Bachelor Student in International Business
Rotterdam Business School (Netherlands)
- Participation in the Honours Programme, hackathons and international projects

Sep 2023 - Present (Expected end: July 2027)

EXPERIENCE

Business Digitalization Intern
DATASOFT SRL (All Audio) **Sep 2025 - Jan 2026**
- Support the implementation and customization of Odoo ERP system for the Bose audio systems distributor, including CRM, internal communication, B2B communication
- Configure modules, conduct cross-department system testing and optimize data workflows to reduce manual tasks

Hospitality Team Member
Zalmhuis, Rotterdam **Sep 2024 - Aug 2026**
- Delivered customer-focused service in a high-end restaurant environment, ensuring a positive guest experience while working in a fast-paced hospitality setting

HR Specialist
The League of Romanian Students Abroad (LSRS) **Dec 2024 - Present**
- Conduct interviews, coordinate recruitment processes for new members and handle member relations while supporting internal communication, member engagement and organisational development initiatives.

PR Agent
Interact Club Craiova **2020-2022**
- Content create and promote the projects of Interact Club Craiova through social media (Facebook, Instagram, TikTok), communicate with the media (local sites and newspapers)
- Build and maintain professional relationships with sponsors and media outlets, leading to 5+ sponsors per project
- Increase social media engagement by 25% through interaction with the audience, enhance visibility and target social media campaigns

PROJECTS

HUMANOID (NL) Care & Repair Consulting Project **Apr 2026 - Jun 2026**
Rotterdam/Delft, The Netherlands
- Conduct research into consumer behaviours around clothing repair and consult with local tailoring businesses to asses repair capabilities, prices and partnerships
- Propose partner-based repair model connecting HUMANOID customers with external tailors and evaluate the concept through consumer research and experiments, translating findings into actionable recommendations

ORNEST (FR) Gen Z Marketing Consulting Project **May 2025**
Paris, France
- Explore how the luxury second-hand distributor could strengthen its appeal among Gen Z consumers through research into their preferences and expectations toward brands and marketing communication
- Develop campaign concepts aimed at increasing brand relevance within a multicultural team to transform insights into practical marketing proposal

CERTIFICATIONS, SKILLS AND INTERESTS

Certifications: *Inside LVMH Certificate: Creation & Branding, Retail & Customer Experience (2025)*

Languages: Romanian (Native), English (C1), Spanish (A2), French (A1), Dutch (A1)

Soft skills: assertive, adaptable, structured, energetic with a solution-driven attitude

Work style: problem solver, critical thinking, detail-focused, collaborative, quick learner, proactive, flexible

Computing skills: MS Office (Word, Excel - VLOOKUP, Powerpoint), Outlook skills, Canva, Social Media Management (Instagram, Facebook, Youtube, TikTok, X), SPSS Database, Odoo (CRM)

Interests: sports (pilates, volleyball), luxury fashion, consumer behaviour, psychology, travelling, cooking, documentaries