

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

EXPERIENCE

Business Digitalization Intern

Sep 2025 – Jan 2026

DATASOFT SRL (All Audio)

- Support the implementation and customization of Odoo ERP system for Romania's sole distributor of Bose audio systems
- Configure modules, conduct cross-department system testing and optimize data workflows to reduce manual tasks

HR Specialist

Dec 2024 – Present

The League of Romanian Students Abroad (LSRS)

- Conduct interviews, coordinate recruitment processes for new members and handle member relations
- Organize and execute development initiatives and internal engagement strategies

PR Agent

2020–2022

Interact Club Craiova

- 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
- Meet new people and create new bonds with different Interact Clubs from all over the country through participation in District meetings (Streetball-Sibiu 2021, Fall District Conference 2021)

PROJECTS

HUMANOID (NL) Care & Repair Consulting Project

Apr 2026 – June 2026

Rotterdam/Delft, The Netherlands

- Conduct research into consumer behaviours around clothing repair and consult with local tailoring businesses to assess 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 a 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, Powerpoint), Outlook skills, Canva, Social Media Management (Instagram, Facebook, Youtube, TikTok, X), SPSS Database

Interests: luxury fashion, consumer behaviour, psychology, travelling, cooking, documentaries