

Liudmila Buga

Commercial Marketing Specialist at BCD Travel

London, UK

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About

- Successfully lead and manage Digital Product, Strategic Marketing Campaigns, Supply-chain and Business Development across Retail, eCommerce and Fashion Industries Globally.
- Amazon seller, equipped with cutting-edge strategies to grow sales and rise to the top on Amazon. An 'expert' at Product Research, Sourcing, Keyword Research, Listing Optimization, Product Launches, Ongoing Business Maintenance and everything in between

BRANDS WORKED WITH

Amazon Seller Central Account Manager

Bcd Travel

Bcd Travel, Advito

Marubeni America Corporation, New York, Ny

Pace University

Experience

● Amazon Seller Central Account Manager

Amazon Seller Central Account Manager | - -

● Commercial Marketing Specialist

Bcd Travel | Mar 2020 -

● Management Associate/ Business Development | Marketing

Bcd Travel, Advito | May 2019 -

- Measured and evaluated pre-defined KPI's of project/campaign results using Salesforce and company systems
- Assisted business development team with client presentation requests and preparation of Requests for Proposals (RFPs). Implemented digital marketing strategies and crafted effective messaging
- Created cutting edge graphic visuals in Canva to support Traveler Engagement services

● Academic Projects

Pace University | Oct 2018 -

Audible Situation Analysis in Social Media and Mobile Marketing Class

- Conducted marketing research based on focus groups
- Evaluated the brand's social media and mobile marketing strategies by reviewing tracking analytics on Spyfu and SEMRush
- Recommended courses of action for the brand based on research, such as improved social media marketing strategies

● Intern

Marubeni America Corporation, New York, Ny | Jun 2015 -

- Developed relationships with customers, vendors and co-workers
- Enhanced operations processes through development of streamlined purchase order system

● Fashion Buyer

Amazon Seller Central Account Manager | Aug 2012 -

- Frequently attended trade shows and vendor meetings to purchase new products; resulted in a 25% increase in sales revenue for the company
- Proactively analyzed, predicted, and identified current and prospective consumer buyer trends in order to implement new processes that will maximize company sales
- Utilized effective negotiation skills to obtain the best deals and contracts for product fulfillment from suppliers; achieved a 15% reduction in overall company expenses

- **Visual Merchandiser**

Amazon Seller Central Account Manager | Aug 2010 -

- Designed appealing store displays based on themes, style, or trend of promotion to maximize sales and customer engagement
- Provided visual merchandising and sales teams with the resources to succeed and increase overall sales revenue; effectively trained them on how to execute a visual concept

Education & Training

2017 - 2019

- **Pace University - Lubin School of Business**

Master of Business Administration - MBA International Business GPA 3.7,