



# Vlad Manic

Dynamic and enthusiastic Marketing & Student Recruitment Manager with a track record of achieving results through digital marketing, sales, and strategic initiatives. Experienced in optimising budgets, fostering customer loyalty, and expanding international enrolment. Passionate about driving growth and achieving excellence.

📍 Portsmouth, UK

[Portfolio link](#)

[Portfolio file](#)

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## Links

[LinkedIn](#) [Instagram](#)

## Languages

English (Fluent)

Russian (Basic)

Romanian (Native)

## About

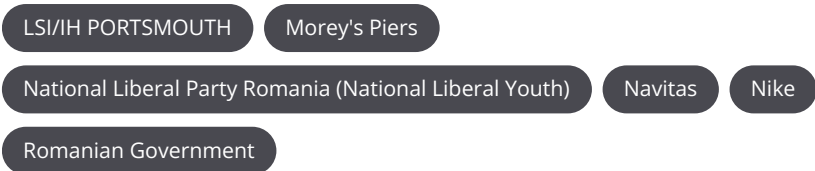
My professional journey is like a thrilling adventure, guided by my unshakable passion for data-driven strategies and a relentless pursuit of excellence. As a Marketing and Student Recruitment Manager at LSI/IH, I orchestrated an exceptional marketing strategy that not only optimized budgets but also ignited a 25% surge in student enrollment – a testament to my data-savvy approach.

Stepping into the realm of politics as a consultant for the Romanian Government, I embraced data and regulatory procedures to navigate the complex world of governance. At Nike, I didn't just sell products; I created connections with customers through data-informed sales techniques.

But the excitement didn't end there. As the Campaigns Manager/Vice-President for the National Liberal Party, I turbocharged election campaigns with my data-driven strategies, revving up voter turnout. My academic journey, including an MA in International Relations and a First-Class Honours BA in Political Science, has equipped me with the knowledge to thrive in data-centric scenarios.

I'm not just about the past; I'm a fast learner and a forward-thinker, eagerly seeking a new opportunity where I can be the driving force for change. So, let's embark on the next thrilling chapter together, and make a difference!

### BRANDS WORKED WITH



## Experience

### ● Marketing and Recruitment Manager

LSI/IH PORTSMOUTH | Feb 2023 - Now

- Demonstrated exemplary financial acumen by expertly managing the marketing budget, optimising resource allocation, and achieving a 15% reduction in marketing expenses while achieving higher results.
- Orchestrated the conception and execution of a highly successful marketing strategy, delivering measurable accomplishments, including a 25% increase in student enrolment within the first six months.
- Led the exploration of new business opportunities and emerging markets, driving a 20% increase in international student enrolment and a 15% revenue growth.
- Strategically set and rigorously tracked digital marketing objectives, leading to a 50% increase in website traffic and a 20% growth in social media followers.
- Cultivated a loyal student base by implementing tailored marketing approaches, resulting in an overall customer satisfaction rating of 90%.
- Strategically managed digital marketing campaigns (social media, ads, website), optimising ROI with a 20% reduction in customer acquisition costs while achieving a 15% improvement in conversion rates.
- Proactively expanded the school's network by attending workshops and conducting work trips, successfully securing over 100 new valuable partnerships to enhance institutional growth and opportunities.

### ● College Services Officer

Navitas | Feb 2020 - Jan 2023

- Galvanised social media efforts, propelling a remarkable 56% engagement surge (2020-2022), while boosting our follower base by an impressive 40% since 2019.
- Elevated student satisfaction by an outstanding 45% through the transformation of Welfare and Wellbeing services, reaffirming our dedication to exceptional student support.
- Orchestrated 100+ successful events and delivered multiple transfor-



mative academic skills and digital literacy workshops, fueling student enrichment and skill development.

- Led 30+ impactful workshops on health, culture, equality, and mental health awareness, fostering holistic student growth.
- Guided students in shaping their professional aspirations through counselling and career guidance, positioning them for academic and career success.
- Engineered a remarkable 70% reduction in plagiarism and academic misconduct offences, by implementing a multi-layered approach.
- Introduced a dynamic term-time weekly student and staff newsletter, streamlining communications and reducing student inquiries.
- Strengthened ties with sponsors and managed corporate communications, enhancing our institutional reach and reputation.
- Oversaw a comprehensive portfolio of essential services, encompassing admissions, timetabling, registration, counselling, financial aid, immigration, health, and housing, ensuring robust support for our thriving academic community.

### ● **Political Consultant (Intern)**

Romanian Government | Jun 2019 - Oct 2019

- Spearheaded compliance efforts with regulatory procedures for drafting, approving, and submitting normative acts in collaboration with the Legal Department.
- Ensured rigorous verification of draft normative acts, verifying initiation by competent authorities and adherence to established presentation guidelines.
- Efficiently organised, with my team, the preparation of weekly Government meetings and preparatory sessions.
- Forged strong partnerships with ministries and government-subordinated institutions, overseeing the legality and responsibilities of legislative proposals.
- Expertly analysed policies, public issues, and legislation, offering valuable insights into government operations, corporate strategies, and organisational dynamics.
- Advised government officials, civic bodies, research agencies, media, and political parties on critical political matters.



### ● **Athlete (Sales Associate)**

Nike | Oct 2018 - Jan 2020

- Boosted sales through proactive customer relationship cultivation and persuasive sales techniques, engaging with over 150 clients daily.
- Proficiently operated the cash register and POS system to facilitate seamless sales transactions and manage payments.
- Maintained an up-to-date CRM database, ensuring accurate and accessible prospect and customer information for the sales team.
- Attained the prestigious Athlete of the Month award on four occasions, consistently surpassing monthly sales targets by 150% or more.
- Trained and mentored over 10 fellow sales associates, fostering a skilled and motivated team.
- Spearheaded a local humanitarian campaign, positively impacting over 100 students from low-income backgrounds by providing high-quality sports equipment.
- Pioneered lead generation efforts, identifying opportunities for market expansion and business growth.



### ● **Lead Sales Associate/Guest Services**

Morey's Piers | Jun 2017 - Oct 2017

- Managed sales transactions effectively and assisted guests with park information and concerns.
- Cooperated closely with bookings and reservations, concierge, security, food & beverage and rides operations regarding guest requirements to ensure that all guests' needs, and expectations are met and exceeded.
- Processed complaints and enquiries, providing solutions and advice.
- Managed the booking system and provided standard reports to other departments, as required.
- Exceeded personal and team sales goals by 110% or more, for three months consecutively.
- Trained new employees on company policies and strong sales techniques. Supervised and supported a team of six people.

- Responded promptly to customer queries to increase overall satisfaction.

### ● Campaigns Manager/Vice-President

National Liberal Party Romania (National Liberal Youth) | Oct 2016 - Apr 2018

- Successfully managed local and parliamentary election campaigns, resulting in increased voter turnout and victories for our candidates.
- Organised impactful events, driving substantial local engagement and significantly boosting the visibility of National Liberal Youth in Iasi and Eastern Romania.
- Developed key partnerships with Higher Education institutions, leading to a 20% increase in youth participation in political activities.
- Implemented innovative digital campaigns, expanding our reach by 30% and establishing us as a dynamic force in Iasi's political landscape.
- Advocated for youth-focused policies, solidifying our reputation as proactive advocates for young voters and their concerns.

## Education & Training

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2018 - 2020

### ● University of Portsmouth

International Relations, Master of Arts

2015 - 2018

### ● "Alexandru Ioan Cuza" University of Iasi

Political Science, Bachelor of Arts