

Alexandra Burlacu

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Summary

Creative and dedicated graphic designer and marketer with seven years experience in innovative and vibrant campaigns and a broad spectrum of projects and media, from conception to completion.

Passionate about brand identity and visual communication and highly effective at working both independently and collaboratively, across a wide range of channels.

Highlights

Created and launched **own brand** (Alexandra Bee Crafts).

Redesigned Everyman Cinemas weekly flyers and menus templates, refreshing and improving the layout as well as saving printing costs.

Opened Cherubs Magazine's online **store** and home delivery **subscription**.

Expanded Shell Foundation's **corporate identity** and built its **brand booklet**.

Designed logos for **start-ups** (CloudMinster and The Drip Feed).

Experience

Jul 2020 - present

Graphic Designer ~ Cherubs Magazine

- animated campaigns design for website and social media
- newsletter and email campaign design
- website design, content management and online store creation
- marketing

Apr 2020 - present

Graphic Designer ~ Shell Foundation

- branding and corporate identity design
- animated infographics design for website and social media
- content pieces, reports and presentations design
- newsletter and email campaign design
- website content management and online store creation
- event flyer and collateral print design
- marketing

Jan 2020 - present

Freelance Graphic Designer & Marketer ~ various projects

- branding, digital and print collateral design
- logo & identity design
- animated marketing campaign design
- food photography and videography for social media

Apr 2014 - Jan 2020

Graphic Design & Marketing Assistant ~ Everyman Cinemas

- film and event marketing campaigns design, print and digital
- marketing collateral and brand identity materials design: cinema film listings and food and drink menus, event advertising, promotions, in-venue signage, promotions corporate stationery, vouchers, membership and merchandise
- website, social media and digital screens content creation and management
- newsletter and email campaign creation
- marketing, reporting, data capturing and monitoring
- web development and systems' upgrade

Education

- 2017 – 2018 CPD Graphic Design ~ London College of Contemporary Arts**
hands-on and work-focused course for professional development: Computer Graphic Applications | Illustration | Typography | Visual Communication | Visual Merchandising | Digital Publishing | Branding | Corporate Identity and Logo Design | Web Design
- 2009 – 2010 MA History of Film and Visual Media ~ Birkbeck University of London**
Dissertation: *Father – Son Dynamics in the Romanian New Wave. Issues of Authority*
- 2011 Introduction to Arts Management & Administration ~ City Lit University, London**
Short course offering a basic but robust understanding of topics such as festival funding, production, management, marketing strategies, legal contracting and event touring
- 2005–2008 BA Romanian and English Language and Literature ~ West University, Timisoara**
Dissertation: *Postmodernism in John Fowles' Novels*

Training

- 2016–2019 YCN (You Can Now) membership** ~ creative industry network organizing programmes, events, workshops and other imaginative learning experiences
- 2017–2018 Human After All mentoring** ~ creative mentoring by art director at renowned design agency, to boost design skills and gain insight into current trends
- 2015 TSCS graphic design training** ~ technical and creative training to enhance Adobe software skills and better understand digital publishing
- 2010 London Film Museum internship** ~ assisted with the production of the Charlie Chaplin and the Ray Harryhausen exhibitions; and Fan Fest, a James Bond festival

Key skills

- graphic design for digital and print: Adobe CC Photoshop, Illustrator & InDesign
- Windows, Mac & Linux
- infographics, animation: Adobe Spark, PowerPoint
- web and email design: WordPress, MailChimp
- visual communication, effective layouts
- logo design, identity, branding
- knowledge and understanding of film, cinema, events and F&B sectors
- marketing strategies, campaign building
- strong design sense, enthusiastic, self-starter
- team-player, flexible and communicative
- attention to detail, methodical, time and budget management

Interests

film, music and cultural events
crocheting, upcycling
typography and illustration
travelling, food, photography