**Razvan Teodor Mihalcea**

92 Banners Lane, Crabbs Cross, Redditch, Worcestershire B97 5NA

HkevinlanghamM: 07412 760923 **|** E: rtmihalcea@gmail.com **|** [www.webdrop.uk](http://www.webdrop.uk/)

**Professional Profile**

Highly-motivated, creative and innovative Web Designer and Developer with consolidated expertise in website development, project planning, social media strategy, digital marketing, application support development and web programming. Strong technical background with the ability to conceptualise and deliver complex and engaging projects for clients in line with specifications, timescales and budgets, whilst building strong and effective relationships with clients and colleagues. Analytical and strategic with verifiable experience in leading and motivating staff, identifying client requirements, developing technical solutions and implementing strategies to promote best practice and productivity.
Now seeking a new challenge where skills, creativity, adaptability and project planning skills can be utilised and developed.

**Areas of Expertise**

* Web Design & Development
* Digital / Online Marketing
* Social Media Strategy / SEO
* Project Management
* Responsive Web Design
* Stakeholder Management
* Relationship Management
* User Experience
* Team Leadership
* Customer Service
* Time Management
* Communication & Presentation

**Technical Skills**

HTML5 | HTML | CSS3 | CSS | RWD | PHP | JavaScript | jQuery | AngularJS | Bootstrap | WordPress | Drupal | Joomla | PHP | LAMP | MySQL | Python | Git | GitHub | Balsamiq | Agile Development | Windows | Linux | Office | Photoshop

**Education and Professional Development**

**Full Stack Web Developer Training / Full Stack Diploma in Software Development**

Code Institute – the Learning People Ltd, UK: 2017 – 2018

**Mathematics & Informatics (Programmer Analyst)**

Economic College, Ploiesti, Romania: 2009 – 2014

**Relevant Career History**

**ADMINISTRATOR / ART DIRECTOR / SEO & SOCIAL MEDIA MANAGER**

RADOMIN SERV Srl, Ploiesti, Romania: 2005 – 2014

**Key Accountabilities**

* Primarily accountable for conceptualising, designing and developing art work and graphics for a range of medium including flyers, posters and catalogues
* Defined and developed graphic proposals encompassing concepts and layout links for new and existing projects
* Oversaw and coordinated SEO optimisation, website promotion and social media functions
* Worked with clients to identify requirements, budgets and timelines, and created engaging proposals to meet these
* Tasked with designing visual communication materials and processing images in liaison with the graphics design team
* Instrumental in the end to end lifecycle for all projects from initial concept to storyboard to design and execution

**WEB DEVELOPER / DESIGNER**

TOMI TOM Srl, Bucharest, Romania: 2012 – 2014

**Key Accountabilities**

* Tasked with designing and developing a range of customer websites, static and multimedia presentations, and custom application scripts to support interactive websites
* Designed web application architectures including software, hardware and communications components to support projects
* Set up Google Analytics to monitor client website performance and uploaded websites to the server
* Provided support for web applications including reviewing code and optimising programming languages and additionally supported Site Managers with technical and administrative functions
* Worked in collaboration with diverse clients to identify requirements and update existing websites
* Managed SEO activities and develop and implement web-based applications for internet data collection
* Played a pivotal role in implementing web design and branding policies and procedures

**MARKETING ART DIRECTOR**

EWEB INFOPRO Srl, Ploiesti, Romania: 2011 – 2012

**Key Accountabilities**

* Oversaw, coordinated and mentored a team of creative staff, vendors, photographers, printers, freelancers and account executives with a focus on identifying and achieving client objectives in line with budgets and timelines
* Conceptualised and created marketing content and social media / SEO strategies including customer case studies, blogs and customer testimonial posts
* Held brainstorming sessions and met regularly with colleagues to develop ideas and delegate project tasks
* Created proposals and pitched ideas to clients ensuring alignment with specifications and requested changes
* Reviewed, monitored and managed end to end lifecycle including ensuring the quality of each project
* Analysed project effectiveness, monitored and administered social media tools and made recommendations throughout the programme lifecycle ensuring social media and industry trends are achieved
* Significantly increased website traffic, social media and SEO visibility for clients including increasing traffic for a travel blog company (from 10-30 to 500-600 visitors daily) and achieving first page Google ranking for multiple clients (EWEB INFOPRO)

**Additional Work Experience**

SUPERVISOR / QUALITY CONTROLLER: PR Facilities Management Limited, Redditch, UK: 2015 – 2017

DESPATCHER / PACKER: Transline Group, Barnsley, UK: 2014 – 2015

CUSTOMER SERVICE ADVISOR: Selgros Cash & Carry Srl, Ploiesti, Romania: 2014

**Languages**

Romanian (Native) | English (Fluent) | French (Intermediate) | German, Italian & Spanish (Basic)