

Iulia Dinescu

I'm a creative storyteller who gets things done. I have 3 years of experience with Social Media Storytelling, Content Strategy, Copywriting, Design and Video.

Discover my latest projects and creative work on my website:

www.hey-iulia.com

Experience



Social Media Manager @ Ideologiq

August 2023 - Jan 2025

Ideologiq is a full-service agency working with some of the largest European companies, offering comprehensive solutions from digital marketing to development.

My responsibilities included:

- Developing and implementing social media strategies to achieve specific goals for each client.
- Creating content, including copy, graphics and video.
- Monitoring, tracking and reporting on KPIs to both internal and external stakeholders
- Conducting A/B testing
- Conducting competitor analysis
- Collaborating closely with cross-functional teams to ensure alignment with social media strategies and cohesive branding.

Some of the results I achieved:

- Increased avg. views per reel 23.5x for Alphega Pharmacy. The engagement rate also went up by 2x.
- Increased weekly website traffic 7x and reduced the bounce rate by 50% for Luzan. This was the result of the SEO-optimized articles I created and also optimisations to product descriptions.
- Contributed to the development and optimization of Novo Nordisk's upcoming website, ensuring clear and helpful messaging, content alignment and a great UX
- Developed and optimized compelling ad copy for Google Search, LinkedIn & Facebook lead gen campaigns for Work Evolution Summit. Contributed to the success of the campaigns, driving 11 leads and 3 direct ticket purchases. Achieved a 5.73% CTR on Google and helped generate over 10,000 clicks on Facebook with targeted, high-performing copy. The Google Ads appeared in top search positions 90.60% of the time, with 56.66% in the first position.



Content Strategist @ Hope and Homes for Children (NGO)

April - July 2023

Hope and Homes for Children is an NGO with a mission to find homes for institutionalised children. I briefly took on a project for them and my work achieved a 75% increase in Facebook reel views, 43% higher engagement, and a 32% boost in click-through rates after a newsletter redesign.



Social Media Manager @ MCBA EVO

April 2022 - July 2023

MCBA EVO is an innovative online social media and brand reputation management company.

- Ran A/B tests and explored creative designs for InDental, resulting in a 390% increase in CTR
- Monitored KPIs, created reports and ensured a smooth collaboration with all stakeholders
- Created successful campaigns on Instagram, Facebook, LinkedIn, and TikTok
- Guided a team of 3 social media strategists, ensuring timely and effective delivery of social media services and materials.



Special Issue Editor @ MDPI Publishing - Genes Journal

September 2020 - March 2022

MDPI is a publisher of peer-reviewed, open access journals since its establishment in 1996. I identified new Genetics topics to attract journal submissions, mentored new team members on editorial tasks, and led training sessions on layout, peer-review, and professional communication. I also assisted authors through the peer-review process to ensure compliance with journal guidelines, while managing the layout and proofreading of academic papers to maintain high publication standards.

Education

University of California, San Diego, USA

Bachelor of Science, Biochemistry and Cell Biology - September 2016 - March 2020

- GPA: 3.852 (on a 4.0 scale)
- Graduated with Cum Laude Distinction
- Awards: Provost Honors (September 2016 - March 2020)
- Worked as a Lab Assistant for UCSD Center for Epigenomics | USA