

THEODORA TEPENEAG

Digital Marketer



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[Linkedin Profile](#)

About

Digital marketing professional with a background in intercultural social work, bringing strong skills in audience research, content creation, and campaign strategy.

Education

Certificate in Digital Marketing

Carreerfoundry

2024 - 2025

M.A Eastern European Studies

Free University Berlin

2016 - 2020

B.A Cultural Studies/Social Sciences

Humboldt University Berlin

2012 - 2016

Marketing Skills

- Market Research
- SEO
- Content Creation
- Social Media
- Branding

Soft Skills

- Intercultural Communication
- Problem Solving
- Collaboration and Teamwork
- Creativity and Storytelling
- Empathy & Audience Awareness

Languages

Romanian - Native

English - Fluent

German - Fluent

French - Conversational

Professional Experience

11/2024 - 04/2025 DIGITAL MARKETING TRAINEE

Careerfoundry

- Completed a six-month, mentor-led digital marketing certification with intensive hands-on projects.
- Created and executed campaign strategies for test brands, including content calendars and performance tracking.
- Conducted market research, developed customer personas, and analyzed campaign results using Google Analytics and Meta Ads.
- Collaborated remotely with peers to deliver a comprehensive digital marketing portfolio.

09/2022 - 11/2023 JOB COACH

Knackpunkt Coaching

- Supported clients in developing job application materials and personal branding.
- Coached individuals on effective job search strategies and interview preparation.
- Helped clients identify and articulate their strengths to improve employment outcomes.
- Provided guidance on navigating the German job market, tailoring advice to each client's background.

09/2016 - 11/2023 SOCIAL EDUCATOR

Lebenswelt gGmbH

- Provided one-on-one social support to migrant and multicultural families in Berlin.
- Facilitated communication and trust between clients, schools, and community services.
- Created clear, accessible materials to inform clients about local resources.
- Coordinated with partner organizations to deliver holistic support.