



"In a world that often chases quick instant profit, I believe business it's about strong values and continuous growth"

CONTACT

- +40 751 907 956
- Bucharest, Romania
- natalie.onofreiciuc@outlook.com
- linkedin.com/in/natalieonofreiciuc
- www.jsnweb.com
- @jsnweb.studio

CORE COMPETENCIES

- ✓ Business Development
- ✓ Operations Management
- ✓ Brand Strategy
- ✓ Project Management & Coordination
- ✓ Digital Strategy
- ✓ Sales Management
- ✓ Customer Relationship Management
- ✓ Process Improvement
- ✓ Web & Graphic Design
- ✓ Leadership & Coordination
- ✓ AI-enhanced workflows

Natalie ONOFREICIUC

BRAND STRATEGY | DIGITAL SOLUTIONS

Business growth has never been just about sales, branding or technology. It's about understanding how all these elements work together.

Throughout my career, I have had the opportunity to work across business administration, operations, retail management, business development, branding and digital projects.

From coordinating international operations in a multinational company to leading retail teams, building brands, managing entrepreneurial ventures and creating digital experiences, every role has strengthened my ability to connect strategy with execution.

Today, I help businesses transform ideas into structured, scalable and customer-focused solutions.

Whether the challenge involves improving operations, developing a brand, coordinating projects or building a strong digital presence, I enjoy turning complexity into clarity and ideas into measurable results.

I combine business thinking with creativity and technology, using modern digital tools and AI-assisted workflows to improve efficiency, communication and project delivery.

I thrive in environments where I can solve problems, optimize processes, build relationships and contribute to long-term business growth.

I am always interested in collaborating with forward thinking companies and international teams that value initiative, continuous learning and practical problem-solving.

DIGITAL TOOLS & PLATFORMS

WEBSITE CREATION

Wordpress
Webnode
Wix

DESIGN & BRANDING

Canva
Figma
Adobe Suite

BUSINESS & PRODUCTIVITY

Microsoft Office
Google Workspace
Calendly

COMMUNICATION

Zoom
Microsoft Teams
Google Meet

E-COMMERCE

Shopify
Etsy
Fiverr

PROPERTY MANAGEMENT

Booking.com Extranet
Airbnb Host
Channel Manager systems

professional EXPERIENCE

2020 - present

FOUNDER & CEO

JSNweb

Bucharest, Romania

Self - employed | Hybrid

BRAND STRATEGY • DIGITAL DESIGN • BUSINESS MANAGEMENT

JeSuisNatalie S.R.L., founded in 2020, is the company behind JSN, an entrepreneurial ecosystem created to combine creativity with strategy and authenticity with efficiency. As the business evolved, JSN expanded into multiple initiatives across web design, branding, real estate, interior design, e-commerce, content creation and writing, with JSNweb becoming its dedicated Web & Graphic Design Studio.

As Founder & CEO, I lead the strategic direction of the business while managing the development of JSNweb. I combine business management, brand strategy and digital design to help businesses and personal brands build strong, consistent and professional digital identities.

JSNweb specializes in website creation, branding and visual communication, using modern website-building platforms such as WordPress, Webnode and Wix. Rather than focusing on custom software development, I deliver visually structured, user-friendly websites and complete brand identities designed to support business growth, usability and a consistent customer experience.

- Design and develop responsive websites using platforms like WordPress, Webnode
- Plan website architecture, user journeys and page structures
- Create complete brand identities, including logos, visual identity
- Design digital and marketing materials, including business cards, flyers, brochures
- Create visual content for social media platforms
- Advise businesses on brand strategy, digital presence and visual communication
- Manage client projects from concept to delivery, ensuring high-quality execution
- Oversee business operations, project management, client relationships

2024 -2026

SALES DIRECTOR

Evs Homes

Bucharest, Romania

Full-Time | Hybrid

SALES MANAGEMENT • BRAND STRATEGY • DIGITAL MARKETING

EVSHOMES is a residential real estate development company where I served as Sales Director, leading the commercial strategy while contributing to the company's brand development, digital presence and client experience.

My role extended beyond sales management, combining business development with branding, marketing and operational coordination to support the successful launch and commercialization of residential projects.

I was responsible for developing sales strategies, managing client relationships, coordinating reservation processes and supporting buyers throughout the purchasing journey. At the same time, I created and managed the company's visual identity and digital communication, ensuring a consistent brand image across all customer touchpoints.

- Develop and implement sales strategies for residential real estate projects
- Manage client relationships through reservation and sales processes
- Prepare and manage reservation documentation and coordinate sales administration
- Monitor market trends and competitor activity to support decision-making
- Create the company's brand identity, including logo design and visual branding
- Design and develop the company website to strengthen its online presence
- Create and manage social media channels, including Facebook, Instagram and TikTok
- Design marketing materials, promotional content and digital campaigns

The residential development project was successfully completed, marking the conclusion of a full development cycle and a successful collaboration.

professional EXPERIENCE

2021 - 2023

Brand Strategy Specialist

Arogant Tower

Bucharest, Romania

Contract | Hybrid

BRAND STRATEGY • DIGITAL BRANDING • VISUAL IDENTITY

AROGANTTOWER is a residential real estate development company where I collaborated on a contract basis from April 2021 until the completion of my contracted responsibilities. My role focused on building the project's brand identity, digital presence and visual communication, creating a consistent and professional image that supported the development throughout its lifecycle.

Working closely with the project team, I was responsible for developing the complete visual identity of the brand, from its logo and website to marketing materials and digital communication. My work combined branding, website creation, graphic design and creative support, ensuring visual consistency across every customer touchpoint.

- Develop the company's brand identity and visual communication strategy
- Design the company logo and complete branding materials
- Design and develop the company website using modern website-building platforms
- Create brochures, business cards, banners, flyers and promotional materials
- Conduct market and competitor research to support brand positioning
- Collaborate with the interior design team
- Ensure consistency across all digital, printed and promotional materials
- Provide ongoing creative and branding support throughout the development project

The collaboration concluded successfully following the completion of my contracted responsibilities.

2018 - 2021

OPERATIONS MANAGER

CrisTaxi Services

Bucharest, Romania

Contract | Hybrid

FLEET OPERATIONS • BUSINESS ADMINISTRATION

I collaborated with CRISTAXI through a long-term contractual partnership, managing a fleet of privately owned taxis operating under the company's dispatch system. My role focused on the operational, administrative and logistical management of the fleet, ensuring the efficient day-to-day coordination of vehicles and drivers.

I was responsible for supervising drivers, coordinating work schedules, managing vehicle maintenance, technical inspections, repairs, insurance and administrative documentation, while overseeing payments and ensuring compliance with operational requirements. Acting as the primary coordinator for the fleet, I maintained close collaboration with CRISTAXI to support smooth daily operations and uninterrupted service.

- Coordinate the day-to-day operations of a fleet of privately owned taxis
- Recruit, schedule and supervise drivers
- Manage vehicle maintenance, servicing and repairs
- Coordinate technical inspections, insurance and operational documentation
- Oversee administrative records, payments and fleet-related expenses
- Ensure compliance with transportation regulations and company procedures
- Coordinate communication between drivers and CRISTAXI
- Resolve operational issues and maintain service continuity
- Monitor fleet performance and optimize daily operations

After founding JeSuisNatalie S.R.L. in 2020, I decided to dedicate my full attention to developing my new business in branding and digital services. As a result, I gradually transferred the fleet to one of my trusted drivers, who successfully continued operating the established and profitable business independently.

professional EXPERIENCE

2016 - 2018

Property Consultant

Dream House

Bucharest, Romania

Contract | Hybrid

REAL ESTATE SALES • PROPERTY ACQUISITION • CRM

DREAMHOUSE S.R.L. is a real estate agency where I worked as a Property Consultant while also acting as a trusted business partner to the company's owner. My role combined residential property acquisition, sales and client management with active involvement in business discussions and operational decisions that supported the company's growth.

I was responsible for identifying property owners through specialized real estate platforms and promoting residential properties across leading online marketplaces. I managed the sales process from property acquisition and marketing to client communication, property viewings, contract preparation and transaction completion, ensuring a professional experience for both property owners and prospective buyers or tenants.

- Identify property owners through professional real estate platforms, including Argus
- Build relationships with property owners and secure property listing agreements
- Promote residential properties across Imobiliare.ro, OLX and other platforms
- Create property listings, descriptions and marketing content
- Match client requirements with suitable residential properties
- Organize and conduct property viewings
- Prepare contracts and transaction-related documentation
- Support negotiations and facilitate successful property transactions

The collaboration concluded after differences regarding our business partnership and financial commitments. I chose to pursue my own entrepreneurial path by establishing and managing my own transportation fleet in partnership with CRISTAXI, focusing on building an independent business.

BUSINESS DEVELOPMENT • CLIENT ACQUISITION

White Media Agency was a creative digital agency based in Abu Dhabi, specializing in website creation, branding and advertising solutions. As Business Development Executive, I was responsible for driving new business opportunities, building long-term client relationships and coordinating the successful delivery of creative projects.

Working alongside a small in-house team of graphic designers, I managed the entire client journey from lead generation and sales to project coordination. I identified prospective clients, presented the agency's services, negotiated commercial agreements and translated client requirements into clear project briefs. I also collaborated with the design team by contributing to website layouts, logo concepts and a wide range of marketing materials, ensuring that every project met both creative and commercial objectives.

- Identify and develop new business opportunities through lead generation
- Build and maintain long-term relationships with clients across multiple industries
- Present the agency's services and negotiate commercial agreements
- Coordinate projects between clients and the in-house design team
- Support the design of websites, logos and brand identity materials
- Create concepts for business cards, promotional materials and advertising assets
- Review creative work to ensure quality, consistency and client satisfaction
- Contribute to business growth through client acquisition and account development

The collaboration concluded when I returned to Romania after more than five years living and working in the United Arab Emirates, following family matters that required my presence back home.

2014 - 2016

BUSINESS DEVELOPMENT EXECUTIVE

White Media Agency

Abu Dhabi, UAE

Full - Time | Hybrid

professional EXPERIENCE

2011 - 2014

RETAIL STORE MANAGER

Un Deux Trois

Abu Dhabi, UAE

Full - Time | On - Site

RETAIL OPERATIONS • TEAM LEADERSHIP • SALES

UN,DEUX,TROIS PARIS is a French fashion retailer where I managed the day-to-day operations of a newly established store in Abu Dhabi. I was fully responsible for store performance, inventory management, staff supervision and operational reporting, ensuring an excellent customer experience while consistently meeting business objectives.

Working directly with senior management, I oversaw all operational activities, including receiving and verifying stock deliveries, inventory control, merchandising, administrative reporting and store organization. I led a team of four employees by scheduling shifts, assigning responsibilities, delivering training, monitoring performance and ensuring compliance with company procedures while driving sales targets and operational excellence.

- Manage the daily operations of the retail store
- Lead, train and supervise a team of four employees
- Schedule staff shifts and assign daily responsibilities
- Monitor sales performance and achieve store targets
- Prepare operational and performance reports for senior management
- Receive, inspect and reconcile stock deliveries with shipping documentation
- Manage inventory records and maintain stock accuracy
- Organize the sales floor and stockroom to maximize operational efficiency
- Train employees on operational procedures and customer service standards

The collaboration concluded when I accepted a new opportunity in business development and digital services, joining a creative agency where I combined client acquisition with website creation, branding and graphic design.

2008 - 2011

BACK OFFICE SUPPORT

STILL

Bucharest, Romania

Full - Time | On - Site

ORDER MANAGEMENT • SAP • OPERATIONS COORDINATION

STILL is a leading manufacturer and supplier of forklifts, warehouse equipment and intralogistics solutions. As part of the Operations Department, I coordinated the administrative and operational workflow between the sales team, manufacturing plants and local logistics, ensuring that every customer order was accurately configured, processed and delivered according to specifications.

Working in SAP, I received orders from field sales representatives and configured each machine based on customer requirements, technical specifications and selected options. I monitored every stage of the process, from order entry and factory submission to production, international logistics, warehouse reception and final verification. During my time at STILL, I attended several company training programs in Vienna (Austria) and Hungary, where I received specialized training in SAP operations, product configuration and the company's international operational standards.

- Receive and process customer orders submitted by the sales team
- Configure forklifts in SAP according to customer specifications
- Validate technical configurations and order accuracy before production
- Coordinate communication between Sales, Factory, Logistics and Warehouse teams
- Monitor production and order status throughout the manufacturing process
- Track international shipments and delivery schedules
- Verify incoming equipment upon arrival at the warehouse
- Resolve discrepancies between orders, production and delivered equipment

The role concluded following an internal organizational restructuring, after which I pursued new professional opportunities in the United Arab Emirates.

professional EXPERIENCE

2004 - 2008

BUSINESS ADMINISTRATOR

Marileu Tex

Oltenita, Romania

Full - Time | Hybrid

OPERATIONS • PROCUREMENT & EVENT COORDINATION

MARILENTEX S.R.L. was a family-owned hospitality and events business where I gained my first hands-on experience in business operations. I began working during my high school summer holidays at the age of 17 and, after graduating, joined the company full-time. This experience gave me a practical understanding of how a business operates across administration, procurement, customer service and day-to-day operations.

My role combined front-office and back-office responsibilities. Alongside serving customers during events, I supported the administrative side of the business by coordinating supplier orders, managing inventory, processing invoices and payments, organizing event logistics and assisting with staff coordination. Working across multiple areas of the business taught me adaptability, accountability and the importance of delivering a consistently high standard of service.

- Support the day-to-day administration of the business
- Coordinate supplier orders and procurement activities
- Manage inventory levels and stock replenishment
- Process invoices, payments and administrative documentation
- Assist with planning and coordinating private events and business operations
- Deliver customer service during events and hospitality activities
- Maintain communication with suppliers and business partners
- Ensure operational readiness and smooth daily business workflows

The experience provided a strong foundation in business administration, operations and customer service before I relocated to Bucharest to continue my education and begin my career in a multinational company.

spoken LANGUAGE

ROMANIAN

NATIVE | C2

Native speaker with excellent written and spoken communication skills, including strong grammar and professional writing.

ENGLISH

PROFESSIONAL | B2

Confident in professional communication, business correspondence, meetings and collaboration in an international environment.

training &

EDUCATION

2006 - 2010

LAW & ADMINISTRATION

*Spiru Haret
University*

Bucharest, Romania

I Studied Law and Public Administration, gaining foundational knowledge in legal principles, administrative processes, and organizational governance.

Focused on understanding the legal framework and administrative practices in Romania.

- Learned core concepts of law, public administration, and governance
- Studied legal procedures, regulations, and administrative policies
- Developed analytical skills applicable to organizational and legal contexts
- Gained understanding of legal frameworks and public sector operations

2023 -2024

WEB DEVELOPMENT

IT School

Bucharest, Romania

Aspiring web developer with foundational skills in web technologies, gained through a structured program at IT School, Bucharest.

Experienced in building basic websites and understanding core web development concepts.

- Learned fundamental web development skills, HTML, CSS, and basic JavaScript
- Built simple web pages and layouts to practice coding and design principles
- Developed an understanding of website structure, functionality, and user experience

2019 -2019

INTERIOR DESIGN

Dalles GO

Bucharest, Romania

Aspiring interior designer with foundational training in spatial planning, materials, and styling, gained through a structured program at Dalles GO, Bucharest.

Focused on creating functional and visually appealing interior concepts.

- Learned principles of interior design, color schemes, and material selection
- Practiced creating moodboards and basic visual concepts for spaces
- Developed an understanding of client preferences and turning into design solutions
- Gained experience in basic project planning and coordination

2002 - 2006

MATHEMATICS & INFORMATICS

*Nicolae Balcescu
High School*

Oltenita, Romania

High school education focused on Mathematics and Computer Science, providing a strong foundation in analytical thinking, problem-solving, and basic programming concepts.

Developed logical reasoning and technical skills applicable to technology and design fields.

- Studied advanced mathematics, including algebra, geometry, and calculus
- Learned core CS concepts, including algorithms, logic, and basic programming
- Developed problem-solving and analytical thinking skills
- Gained foundational technical knowledge applicable to IT and digital projects