

# Ancuța Pelgrom, BA

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## PROFILE

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I am a confident, and adaptive professional, capable of demonstrating my experience in graphic design. My design study is in branding, campaigns, logo design, digital print, and typography. Along with my experience in video editing, animation, motion graphics, web design, and digital photography. With a foundation in drawing, painting, printmaking, and sculpture modelling. Responsible for providing a high level of design and research for creative problem solving, with a strong background within the Adobe suite, notably After Effects, Illustrator, InDesign, Premiere Pro, and Photoshop. Moreover, I consistently use and am proficient in, Microsoft Office and Web design within WordPress, and Framer. I work in a fast-paced environments where my technical skills are utilised. I have the ability to adapt to dynamic environments and contribute to team success by problem-solving and interpersonal skills that I have developed. I can multi-task effectively and can prioritise my workload, whilst effectively responding to emails, telephone inquiries, and disputes.

## PROJECT EXPERIENCE

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### Ancuta Pelgrom

#### *Freelance Graphic Design*

Jun 2023 – Present

- Designed and developed branding materials, including logos, business cards, and corporate stationery, resulting in a cohesive and professional brand image developing a relationship with clients
- Produced high-quality print materials such as brochures, posters, and flyers, leading to successful marketing campaigns
- Collaborated closely with clients to understand their vision and objectives, delivering customised design solutions that met and exceeded their expectations
- Managed multiple projects simultaneously, ensuring timely delivery and maintaining high standards of quality under tight deadlines

### Bachelor's Major Project

#### *Silent Witness*

Sep 2022 - May 2023

- Created a multiplane experimental animation, managed produced, directed, and animated as a solo project
- Created compelling digital print posters for promotional products using Illustrator and Photoshop

### Bachelor's TV Series Project

#### *Eve: Spirits Can't Lie*

Sep 2022 - Jan 2023

- Developed a compelling and original concept for my television series "Eve: Spirits Can't Lie" based on the project brief. And produced an in-depth TV Bible, using InDesign, Photoshop, and Illustrator.
- Developed a visually impactful 10-second title sequence for the pitch which received praise from industry professionals

## WORK EXPERIENCE

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### Show Business Interiors

Crewe, GB

#### Operations Merchandiser

Feb 2024 - Current

- Demonstrated ability to manage complex projects and ensure timely delivery, essential for handling multiple design projects and deadlines
- Proven experience in collaborating with various stakeholders to achieve project goals
- Applied research skills to understand target audiences and design trends, ensuring designs meet client and market expectations
- Supported creative teams by providing design insights and ensuring the availability of necessary design elements
- Collaborated with cross-functional teams, ensuring cohesive project execution and unified design outcomes
- Demonstrated proactive problem-solving skills, essential for addressing design challenges and implementing creative solutions
- Fostered effective client relationships and communication, critical for understanding and meeting design briefs and client expectations

### University of Central Lancashire Student Union

Preston, GB

#### Activities & Events Co-ordinator

Sep 2022 - Jun 2023

- Managed administrative duties for the student union, overseeing operations for 100+ university societies and ensuring compliance with all necessary risk assessments and safety protocols
- Designed graphics and visual assets including posters and digital event promos for society, volunteering, and Uni events via the Adobe suite
- Utilised prior knowledge of MSL to streamline website management processes, and sourcing data for quarterly signup charts to societies to ensure they meet minimum quota for membership and self-funding
- Arranged regular meetings, to organise event proposals and budget for upcoming events such as freshers, sport ball, and Varsity. Sourced and booked venues, vendors, entertainment, and catering services in adequate time before an event

### Fitness

Preston, GB

#### Gym Manager

Dec 2021 - Nov 2022

- Identified and initiated a comprehensive social media strategy resulting in a 50% increase in online engagement and a 25% increase in gym membership sales through targeted media platforms
- Produced monthly e-blasts and market campaigns to clients promoting new products and events within the gym via Mailchimp, and our Instagram page
- Planned, researched, and created multiple graphic elements related to our campaigns, including social media content, web design concepts, and video presentations
- Managed inventory for gym stock levels of our products so that clients could have adequate service and products are regularly available on the gym floor
- Dealt with disputes in a timely and organised manner, by following health and safety protocols, as well as our refund and returns policy
- Created a schedule rota to ensure enough staff were on the gym floor, along with supporting the opening and closing schedule. Providing well in dept training for the till opening and closing, and health and safety protocol on the gym floor

**Victorian Plumbing****Skelmersdale, GB***Dispute Resolution Manager*

Feb 2021 - Sep 2021

- Excellent customer service provided by giving space to the customer to express their concerns, whilst being empathetic and providing reassurance calls were resolved in a positive manner
- Responding to service tickets, Live chat and calls in line with GDPR, disability act, and Consumer Rights Act
- Complaints were dealt with in a timely manner, and empathetic to resolve the issue by following instructed policies and protocols such as our refund, returns, and damaged on delivery policy

**Woodferne Stoves****Derrylin, NI***Showroom Manager*

Oct 2017 - Aug 2020

- Identified a decrease in online sales and initiated a redesign of our company website to improve online sales and useability for our customers via WordPress.
- Utilised Google Ads to target local customers across Ireland in combination with the new website. Resulting in a 30% increase in sales locally and a 15% outreach across Ireland advising a steady increase of 5% within the next six months
- Performed regular photography to catalogue our products for our social media content and website
- Provided excellent training to staff, on a one-to-one basis, whilst setting targets for sales and bonuses
- Organised and created digital design assets for special sales on a weekly to monthly basis, via Facebook ads, google ads, radio commissions, local newspapers, and our website, to reach new customers
- Ensuring opening and closing procedures occur on time and in an organised manner, whilst following cash-up procedures and maintaining regular statements
- Organised the warehouse, ensuring adequate stock levels of trending products, and negotiating storage with our factories for their products
- Built extensive knowledge of tiles and stoves, to advise on customers' purchase orders for suitability of design, function, and usability
- Organised window displays, whilst maintaining the showroom is always clean. For a pleasant work environment whilst upholding COSHH standards, health and safety can be always adhered to
- Ensured customers were seen in a timely manner, by maintaining the rotas to ensure enough staff were on the shop floor

**EDUCATION****University of Central Lancashire****Preston, GB***Bachelor of Arts (Hons) Animation:*

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Additional Qualifications OCN Level 2 Photography and Photoshop