DENISA DANIELA MLADIN

MARKETING & COMMUNICATIONS

07956545836 hello@denisamladin.com Harwich, Essex, UK

CORE SKILLS

- Social Media Management
- Consumer Behaviour Analysis
- Customer Experience
- Brand Communication
- Critical Thinking
- Problem-Solving
- Training & Coaching
- Strong Communication

DIGITAL TOOLS & SOFTWARE

- Salesforce CRM
- Sprinklr
- Microsoft 365
- Adobe Creative Cloud

LANGUAGES

- English
- Romanian

EDUCATION

FASHION MANAGEMENT & MARKETING

London College of Contemporary Arts
2025 - 2027

BUSINESS MANAGEMENT

University of Essex
2020-2022

TOURISM & FOOD SERVICES

Colegiul Technic Cibinium
2014-2018

PROFILE

Marketing and social media specialist with experience in brand communication, digital engagement and customer insights. Focused on strengthening brand presence and improving audience engagement.

EXPERIENCE

SUBJECT MATTER EXPERT | TRAINING & QUALITY

Concentrix - Primark Campaign
2023 - Present

- Monitor social media interactions and customer feedback to identify trends and improve brand engagement.
- Analyse customer sentiment and online conversations, ensuring consistency with brand guidelines.
- Conduct quality assessments, monitoring performance against KPIs and compliance standards.
- Deliver training, onboarding and coaching to support team development.
- Maintain internal knowledge resources and ensure consistent brand communication.
- Manage complex customer enquiries and escalations, ensuring positive customer experiences.

SOCIAL MEDIA & CUSTOMER SERVICE SPECIALIST

Concentrix - Primark Campaign
2022-2023

- Managed customer engagement across Facebook, Instagram, YouTube and X.
- Monitored brand sentiment and responded to online queries and complaints.
- Identified recurring customer issues and shared insights with internal teams.
- Maintained accurate records and ensured compliance with brand standards.
- Managed escalations, ensuring timely and brand-aligned resolutions.

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OTHER EXPERIENCE

SENIOR TRANSACTION COORDINATOR

Maria Sims Group (Keller Williams Realty Partners) USA
2021-2022

- Managed property transactions, coordinating communication from contract execution through to closing.
- Built relationships with clients, agents and external stakeholders, ensuring a seamless customer experience.
- Maintained CRM records and managed documentation, ensuring accuracy and compliance.
- Coordinated schedules, deadlines and key milestones across multiple transactions.
- Delivered a high-quality customer journey throughout the sales process.

QUALITY ASSURANCE & TECHNICAL OPERATIONS

Flying Trade Group, Surya Foods
2019-2021

- Managed product specifications and compliance across major retail accounts, including Lidl, Asda and Sainsbury's.
- Prepared technical reports, product documentation and regulatory updates.
- Coordinated communication between suppliers, customers and internal departments.
- Supported commercial and product development teams across multiple categories.
- Delivered internal training on food safety, hygiene and allergen standards.

ASSISTANT MANAGER

RE/MAX Real Estate
2018-2019

- Supported client acquisition and contributed to property marketing initiatives.
- Assisted in developing marketing strategies and promotional activities.
- Coordinated daily operations, team activities and client relationships.
- Led onboarding and training, supporting team development and performance.
- Introduced improved processes to enhance client experience and operational efficiency.

FASHION INDUSTRY EXPERIENCE

LCCA FEST 2026 | Backstage Assistant

London | September 2026

- Supported emerging designers with backstage preparations during a live fashion event.
- Assisted with event coordination, designer requirements and show preparations.
- Collaborated with creative teams in a fast-paced environment.
- Gained insight into fashion show production, event management and emerging talent.