

ADRIAN BRAICU
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Abilities

Digital Marketing
Market Place Networking
Event Planning
Photography/Videography
Graphic Design
Logo & Brand Design
Stationary Design
Web/UI Design
Administration Skills

3D/2D Abilities

3D Hard Surface Texturing
3D Materials & Lighting
3D Rigging & Animation
3D Rendering
Game Animation
2D Rigging & Animation
Lip-sync & Motion Capture
Storyboarding
Script Writing
VR Content Creation

Programs

Microsoft Suite
Google Suite
Window & Apple OS
Wixsite Creator
Adobe CC Suite
Autodesk Suite
NVIDIA Mental Ray
ZBrush
Toon Boom Harmony
Information Technology (IT)

Freelance Works

Georgia Tech Research

VR Game Design

Keller Williams Agent

Logo & Newsletter Design
Real Estate Photography

Carolina Baseball Academy

Flyer Template Design

HR Attorneys at Law

Atlanta Streets Alive Poster Design

Summary

With my knowledge of media acquired in my educational endeavors, my demonstrated experience as a Chief Marketing Officer, my passion for leadership and team building, my mission is to develop brand recognition and culture through community engagement.

Work Experience

SPIRITED CYCLIST

Davidson, NC

Chief Marketing Officer

July 2020- Present

Brand development & implementation- Logo design, Signage, stationary, window decals, Product-packaging design, store aesthetics, layout, and design

Photography, Videography, and Post-Production

Social Media development and promotion

- Facebook, Instagram, LinkedIn, Twitter, and Fyuse
- Creation of a Spirited Cyclist YouTube Channel
- Creation of a Spirited Cyclist Podcast

Plan, market, and execute events for local outreach, charity, and collaboration with local businesses

Develop Customer Relationship Manager logistics to generate marketing analytics

Industry-guided market research including product knowledge and demographics

Team development, education, and training

Perform store audits in adherence to branding standards

Establish direct customer relations and prioritize community engagement

DICKS SPORTING GOODS

Mooreville, NC

Freight Flow Lead/ Loss Prevention Lead

June 2019- July 2020

Maintained & optimized warehouse and sales floor to align merchandising with operational goals

Managed merchandise logistics including manifest and trailer log completion

Assisted with special order information and requisitions

Upheld loss prevention standards and operations across store departments, office, & cash office

Led store inventory and department audits

Attended quarterly Lost Prevention and Leadership conferences

Managed Omnichannel Commerce (OMNI Ops.)

Led team to achieve regional top performance in sales including OSAT & UPT percentages

Footwear Specialties/ Ops. Associate

August 2018- April 2019

Performed gate analysis and foot profiles for customers

Created custom recommendations for footwear and other add-ons

Maintained cleanliness of sales floor and stock room

Developed merchandise layout and merchandise rotation to heighten sale experience

Led team to achieve regional top performance in sales including OSAT & UPT percentages

Assisted with Omnichannel Commerce (OMNI Ops.)

HR Attorneys at Law

Decatur, GA

Administrative Assistant

June 2013- April 2018

Created and maintained client physical and digital files

Submitted files with local courthouses and other law offices

Assisted attorneys and paralegals in daily operations

Organized and distribute incoming mail

Managed office supplies

Information Technologies (IT) Resource

Media Arts & Animation, B.A.

June 2017: THE ART INSTITUTE OF ATLANTA

Education

- Graphic Design Series
- 2D/3D Animation Series
- Game Animation
- Character Design
- 3D Organic/Hard Surface Modeling Series
- Materials & Lighting Series
- Rigging for Animation Series
- Post Production & Rendering
- Content Creation & Optimization for VR