

# MARE MICHAEL GABRIEL

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## PROFESSIONAL EXPERIENCE

### Crypto Markets Analyst/Trader CryptoConsult

October 2017 – Present

- Market research to identify investment opportunities
- Using the professional experience gathered over the years to analyze various crypto projects and potential investments
- Evaluating the technology of crypto projects and their teams
- Assessing risk and managing funds accordingly
- Performing technical analysis on both legacy and crypto markets
- Identifying arbitrage opportunities
- Proficient user of Defi protocols
- Researching NFT/Metaverse projects, their teams and technology to identify potential investment opportunities

### IT Systems/Ecommerce Manager CAREL WOODWORKS <https://www.carel.ro/> Responsibilities and knowledge gathered:

January 2021 – Present

- Developed and managed the company website and ecommerce capabilities
- Evaluating the IT systems functionality
- Implementing and managing security procedures
- Implementing and managing a CRM software
- Providing CRM software support to the sales team

- Managing secure network access for remote workers
- Conducted detailed market research and business analytics
- Developed online marketing strategies via email and social media
- Worked directly with the sales department to help improve their efforts
- Worked on social media campaigns, email campaigns and their development
- Setting up target audiences to ensure lead generation

## Marketing Researcher

February 2019 – October 2020

OSF DIGITAL <https://osf.digital/>

### Responsibilities and knowledge gathered:

- Proficient user of Salesforce CRM and trained on all platforms provided by Salesforce through their Trailhead academy.
- Executed market research projects based on given directions (specific industries / business verticals or specific technologies or any given key indicators), using different research methodologies and/or in different locations / territories of interest.
- Conducted detailed market research, business analytics, technological analytics based on received assignments and summarize the results in order to present all findings to direct manager and/or to cross-functional business development teams
- Contributed to business development efforts by conducting research related activities on both existing customers & prospects, as well as on new potential customers.
- Offered support to direct manager and/or Marketing Department members on the following topics / aspects: development of marketing plans, lists, etc.; development of marketing campaigns, events, etc.; formulation of market research strategy;; formulation of company marketing strategy.
- Inquired, extract and integrate data & information from multiple sources in order to provide marketing and/or sales related answers to raised questions;; draw meaningful conclusions on specific topics or particular key indicators, and highlight market trends to Marketing Department members.
- Offered support to direct manager and/or Marketing Department members on the following topics / aspects development of marketing plans, lists, etc.; development of marketing campaigns, events, etc.; formulation of market research strategy; formulation of company marketing strategy.
- Contributed to CRM operations by introducing, operating and maintaining records on Companies, Brands, Groups / Holdings, People, Contacts, Partners, Competitors, etc.

- Organized, generate and publish reports, based on marketing and/or sales needs, in order to provide support to Marketing & Sales Department members.
- Researched, find and create relevant contacts from target companies
- Created marketing campaigns to include the provided contacts

## **Marketing Lead & Co-founder**

March 2017 – February 2019

### **TECHGEN**

#### **Responsibilities and knowledge gathered:**

- Gathering information on the IT market in Cluj-Napoca and Romania
- Maintaining a professional and transparent relationship with the clients
- Developing marketing and PR strategies for both the company and its' clients
- Direct and Online Sales to clients
- Identifying and applying personalized solutions for clients and their specific needs
- Administrating the client portfolio and database
- Working on social media campaigns, email campaigns and their development
- Setting up target audiences to ensure lead generation
- Organizing a team of freelancers in order to meet project requirements

## **Configuration Specialist**

May 2017 – December 2018

**THOMSONS ONLINE BENEFITS** <https://www.mercer.com/what-we-do/health-and-benefits/hr-platforms-and-digital-tools/mercer-marsh-benefits-darwin.html>

#### **Responsibilities and knowledge gathered:**

- Configuring Darwin functionality and configuring simple-medium complex benefits including configuration testing
- Planning, performing and documenting new and existing functionality in accordance to the specifications / requirements and supporting clients and the Project Lead in this activity
- Working as part of a cohesive team working together to deliver excellence in service
- Using data gathering, facilitation and diagnostic skills to design and configure inbound and outbound data interfaces and reports, by using logical rules, drop down menus, filters and custom fields within the system's interface

- Dealing with benefits provider queries
- Performing simple interface manipulation and other simple-medium tasks as defined by the client
- Responsible for delivering project tasks given by more senior members of the team and providing estimates on own deliverables
- Working every day in an Agile Environment, using the Kanban methodology
- Offering project support to the Consultants and Lead Consultants on configuration work stream
- Proficient use of JIRA and other Atlassian products

### **CUSTOMER SUPPORT ASSOCIATE**

June 2016 – May 2017

**THOMSONS ONLINE BENEFITS** <https://www.mercer.com/what-we-do/health-and-benefits/hr-platforms-and-digital-tools/mercer-marsh-benefits-darwin.html>

#### **Responsibilities and knowledge gathered:**

- Offering the customer support for queries via email or phone call for UK and Ireland clients
- Gained knowledge about UK taxation and benefits
- Working as part of a cohesive team working together to deliver excellence in service
- Collaborating with other teams in order to produce results (e.g. Administration, Health and Wellbeing)
- Enhanced my email writing skills and Microsoft Excel skills
- Dealing with benefits provider queries
- Providing online support for clients on the online Rewards Center

### **CUSTOMER SUPPORT REPRESENTATIVE**

May 2015 – May 2016

**YARDI CALL CENTER** <https://www.yardi.com/>

#### **Responsibilities and knowledge gathered:**

- Offering the customer support for maintenance, leasing and online issues for clients from the USA
- YES Energy Management representative ( 3<sup>rd</sup> Party Billing Company )
- Working as part of a team
- Collaborating with level 2 agents from abroad to provide solutions to billing inquiries

- Gained soft skills and communication skills as well
- Receiving inbound calls and working emails
- Creating reports and documenting the call

**JUNIOR DEVELOPER (INTERNSHIP)**  
**WIRED (LONDON)** <https://www.wired.com/>

Sep 2014- Dec 2014

It was a brief internship during which I enjoyed working as part of a large Public Relations Firm. I worked within the online marketing department. I had assignments which involved business analysis, online and social media research. I also assisted in the development of several websites through tasks such as data entry and testing.

## **Education**

2011-2014  
Faculty of Economics and Business Administration  
Business Management Section  
Babes-Bolyai University, Cluj-Napoca, Romania