



Oana Petrache

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Profile & Objective

Tech-savvy copywriter looking for the right gig.

I have the right brain of a copywriter, skilled with words, and the left brain of an engineer, with an I-want-to-know-how-it's-made attitude. Experience and a natural inclination for words made me leap from engineering to copywriting. I consider my engineering background as a strength; it paves the road for structured and analytical thinking. Plus, it gives me a head start on technical copywriting projects.

Strong points

Empathetic and creative nature - it's easy for me to relate to audiences

Imaginative - can make even driest subjects sound captivating

Technical education - structured thinking, a tech fan

Trilingual - native Romanian, fluent in English and German

Experience

Copywriting & more

Brandise Communication // Oct 2016 - present

Website content for UHL Hosting

UHL Hosting is an international web hosting company focused on Open Source technology. They have completely redone their website to reflect their core values and contain a strong business proposition.

I was in charge of:

- Web content for their new web experience.
- Upgrading social media presence.

Repositioning of Net Solution

Net Solution is a web hosting company that needed to reposition itself on the market. My tasks in this process:

- Market research and establishing personas.
- Create a communication strategy to reach the target audience.
- (Currently) working on website content to match the requirements of the strategy.

Website content for Splyt

Splyt is a London-based tech startup that aims at connecting global mobility offer and demand through a unique roaming platform. The company needed a website revamp to clearly and accurately represent a pretty convoluted business model. My contribution in this project:

- Create engaging and relatable content for a new B2B web experience.
- Research and consultant activities about the user experience and interaction.

The outcome? Tremendously positive feedback from the target audience (potential investors, as well as clients and press).

A sales pitch for Scrubby Bubby

Scrubby Bubby is a premium Egyptian cosmetics brand. The owner needed a pitch deck to help her position the brand on the local market while setting the grounds for an international presence. What I did:

- Created a pitch deck to capture the interest of the audience.
- I aligned the brand's USPs to stir clear of cliches, which is not always easy in the beauty industry.

Rebranding Eco Cleaning Services

Eco Cleaning Services is an ecological dry cleaner that needed rebranding. The environmental friendliness of the brand was expressed on a new website and social media communication. My tasks:

- Market research - establish competitors and target audience.
- I contributed to creating flawless user journeys.
- Website copy - I captured the essence of the brand in compelling website content.
- Social media strategy and copy - I established a calendar for the posts, as well as their content.

Blogging

Life of Two // lifeoftwo.co // Jan 2016 - present

Life of Two is a lifestyle website/blog I co-founded out of passion and need for communication. I am writing and editing blog posts weekly, giving my two cents on hot subjects from politics, family, and parenting, traveling, film and product reviews, interviews, short stories.

Life of Two is my playground, a place where I can be myself and experiment with different writing styles.

Technical copywriting & more

AIRBUS Helicopters // Mar 2012 - Dec 2014

One of the leading European helicopter manufacturers. I worked there as a development engineer.

My engineering responsibilities:

- Aeroacoustic numerical simulations of helicopter-induced noise.
- Aeroacoustic in-flight testing.
- Data post-processing, analysis and validation.

My communication responsibilities:

- Writing reports of experimental work.
- Writing assessments of tools and methods.
- Work package management: assuring a smooth correspondence with AIRBUS partners from the academia.

Technische Universität München // Jan 2008 - Sept 2011

I was a Ph.D. fellow at the Institute of Aerodynamics and Fluid Mechanics. The activity implied programming and numerical testing. I summed up my scientific work in a Ph.D. thesis, journal-published articles and conferences (available for reference).

Education

Ph.D. Fellow

Institute of Aerodynamics and Fluid Mechanics, Technical University of Munich, Germany
Jan 2008 - Sept 2011

Diploma Thesis

Institute of Flight Technology, University of Federal Armed Forces, Germany
Oct 2006 - Jun 2007

Student

Aerospace Engineering Faculty, "Politehnica" University, Bucharest, Romania
Oct 2002 - Jun 2007

Erasmus Student

University of Federal Armed Forces of Munich, Germany
Oct 2004 - Jul 2005

Other relevant courses

Web writing

Jun 2017 - present
College of Media and Publishing

Copywriting

Jan - Jun 2017
College of Media and Publishing

Languages

I am trilingual

Romanian - native
English - fluent
German - fluent
Italian - beginner
Spanish - beginner

Before you go, you should know ...

Given my engineering background, nothing techy really scares me. With a little time and a proper motivation, I believe I can learn anything.

Thank you.