



Safta Maria-Antoneta

Project Manager | Business Analyst

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ABOUT ME

Project Manager with expertise in digital transformation, entrepreneurship, and SEO-driven growth. Skilled in leading cross-functional teams, optimizing resources, and delivering measurable results for national and international projects.

CERTIFICATIONS

- PMP® Certification**
Registered for PMP exam, expected completion 2027
- Business Analyst Certification (Coursera)
- PSPO Certification (Coursera)
- Google Foundations of Project Management
- SDA Software Development Academy - Java Developer

SOFT SKILLS

- Strategic Problem Solving
- Interpersonal Skills
- Cross-functional Team Leadership
- Risk & Change Management

PROFICIENT

- PMP:** Jira, Asana, Teams
- Business:** Strategy, Financial Modeling, KPIs, CRM, Go-To-Market
- Productivity:** Microsoft Office Suite, Slack
- Design:** Adobe Creative Suite, Figma, Canva
- SEO & Analytics:** Google Search Console, Ahrefs, Rank Math, Ubersuggest

LANGUAGE

- English B2 (fluent)
- French A2 (Intermediate), currently improving
- Spanish A2 (basic, understanding)
- German A1 (beginner)

HOBBY

- Classic Arts
- Travel
- Social Events

WORK EXPERIENCE

Founder - Medusa Designs - 2020 - Present

- Project Coordination:** Managed multiple digital projects end-to-end, defining scope, timelines, milestones and delivery phases.
- Budget & Financial Control:** Tracked project budgets and operational costs, contributing to approximately 30% cost optimization while maintaining delivery stability.
- Web Development & Digital Products:** Initiated and evolved websites from low-budget implementations (EUR 200-300) to complex digital solutions exceeding EUR 3,000+, by expanding scope based on business needs.
- SEO & Digital Marketing:** Delivered SEO foundations, content structure and visibility initiatives, achieving measurable engagement growth (up to ~50% on selected channels).
- Product Ownership & Value Growth:** Prioritized features and services based on value, feasibility and scalability, aligning digital products with long-term client objectives.
- Stakeholder Management:** Acted as main point of contact between clients, technical teams and external partners.
- Business Analysis:** Developed and assessed business plans, financial projections and sustainability indicators for digital initiatives and EU-funded projects, supporting data-driven decision-making and long-term business viability.

Art Director

Mesterache.ro - March 2026 - Present

- Creative & Brand Direction:** Define visual concepts and ensure brand consistency across all digital channels.
- Website & UI/UX Direction:** Oversee interface design, content hierarchy and the platform's visual experience.
- Campaign & Content Design:** Direct social media visuals, advertising creatives and promotional materials.
- Creative Team Coordination:** Brief and coordinate designers, developers, editors and content creators

PREVIOUS OPERATIONS EXPERIENCE

Office Manager – Quest Holdings SA

June 2025 – Sept 2025

**Fixed-term contract, in the context of internal restructuring*

- **Operations & Process Structuring:** Structured internal workflows during organizational restructuring.
- **Supplier Negotiation & Cost Control:** Supported contract optimization, contributing to approx. 20% operational cost reduction.
- **Financial Tracking & Reporting:** Improved cost monitoring and reporting clarity.

Project Manager – EMAS Business Consulting SRL

November 2024 – Feb 2025

**Fixed-term contract, in the context of internal restructuring*

- **Project Delivery & Cost Awareness:** Supported execution, supplier coordination and delivery optimization, contributing to approx. 5% cost efficiency improvement.
- **Marketing & Visibility Support:** Assisted SEO and marketing initiatives for brand growth.
- **Recruitment Process Support:** Structured candidate pipelines, supporting faster hiring cycles (approx. 60% efficiency gain).

Manager Assistant – Gek Terna SA

December 2021 – October 2024

**With recommendation letter available*

- **Cost Monitoring & Financial Optimization:** Implemented expense tracking processes, contributing to approx. 30% cost control improvement.
- **Process & Workflow Support:** Structured documentation and task tracking for operational clarity.
- **Public Authorities & Supplier Coordination:** Managed communication with national and international stakeholders.

Intern Front-end Developer – Creative Tim

August 2021 – November 2021

- **Front-end Development & UI Systems:** Built responsive web interfaces using Tailwind CSS, Bootstrap 5, HTML, JavaScript, and Jekyll.
- **Reusable Components & Design Systems:** Created and published modular UI components for scalable design workflows.
- **Dashboard & Web UI Optimization:** Contributed to Notus PRO HTML Dashboard, improving UI structure, usability, and visual consistency.

Front Office Manager – Hotel Împăratul Romanilor

February 2019 – September 2019

**alternativ: Reception Supervisor / Head of Reception*

- **Shift Scheduling & Team Coordination:** Managed reception schedules and staff operations to ensure smooth front desk workflows and service continuity.
- **Guest Experience & Front Desk Operations:** Maintained high service standards, resolved guest escalations, and improved customer satisfaction.

Warehouse Manager- Cumpana 1993

April 2018 - January 2019

- **Inventory & Stock Optimization:** Improved inventory accuracy, optimized stock availability, and reduced risks of overstocking or shortages.
- **Warehouse Operations & Logistics Efficiency:** Optimized warehouse layout, material flow, and handling processes to increase operational efficiency.
- **Cost Control, KPIs & Process Improvement:** Monitored performance indicators, controlled operational costs, and implemented workflow improvements to support productivity.

EDUCATION & CERTIFICATIONS

PMP® Certification - *expected completion 2027*

Business Analyst Certification (Coursera)

February 2026

- Learn to analyze the business requirements to support decision-making and digital transformation.
- Gain skills in stakeholder communication, data interpretation, and process optimization.

PSPO Certification (Coursera)

December 2025 - January 2026

- Mastered Product Owner responsibilities, backlog management, and value-based prioritization.
- Built expertise in stakeholder collaboration, business analysis, and product performance tracking.

European Funds Consultant Certification - Atelierele ILBAH

January 2025 - March 2025

Acquired knowledge in drafting and managing funding applications, understanding EU regulations, and supporting businesses in accessing non-reimbursable financing.

Foundations of Project Management by Google

March, 2024

- Understand project management skills, roles, and responsibilities across industries.
- Learn how organizational structure and culture influence project outcomes.
- Gain knowledge of the project management life cycle and compare key methodologies.

SDA Software Development Academy - Java Developer

Jan, 2020 - May, 2021

- Data types, Operators, Conditional statements, Loops, OOP basics, MySQLDatabase Administration,
- Frontend : HTML/CSS/JavaScript,
- Backend :Java Fundamentals/Advanced Features,
- Design Patterns & Good Practices,
- Agile, Scrum,
- Git

Law Bachelor Degree - "Simion Barnutiu", Sibiu Romania

Sept, 2012 - Aug, 2016

Studied key areas of law, including Constitutional, Civil, Criminal, Commercial, and International Law, with a strong foundation in legal history and Roman law.

HR Inspector - STAFF 2000

Sept, 2015 - Aug, 2015

Certified in labor law compliance, employee documentation, and HR administrative processes.

INTERSHIPS

Junior Front-end Developer- Creative Tim

Aug, 2021 – Dec, 2021

- Tailwind CSS and Bootstrap 5 snippets – using Notus JS and Soft UI Design System
- Publish Tailwind components on tailwindcomponents.com
- Working on Notus PRO HTML using Tailwind, HTML, JavaScript, and Jekyll
- Working on Notus PRO HTML Dashboard using Tailwind, HTML, JavaScript, and Jekyll

ELSA – The European Law Students' Association

Nov, 2012 – June, 2016

- It offers academic study abroad courses, executive seminars, summer institutes, and summer schools for international students
- Develop legal skills by participating in local and international seminars
- Organising events for students education
- Dedicated myself to fundraising in order to sponsor local events
- Actively participate as an interned at attorney offices

EXTRA-CURRICULAR ACTIVITIES

Winner Antreprenorial Competition – University Antreprenorial

Jun, 2016 – Dec, 2016 Laboratory– Processby Innovation and Practice (UniversPractic)

- Place 1 – category 'SuperStudent'
- Place 1 –category 'Strategic Team'

Led a team of 24 students in a national business competition, developing a feasibility study between two companies. Out of 15 teams, we won 1st place in two categories ('SuperStudent' and 'Strategic Team'). The project was rewarded with both recognition and financial prizes.