Andreea Bajenaru
abajenaru.mim2020@london.edu | +44 (0) 776 6687 911

EDUCATION

2019 - 2020   **London Business School**
Reading for Masters in Management degree
Modules include Strategy, Data Analytics, Decision and Risk Analysis
Student clubs include Women in Business, Impact Consulting, Tech and Media

2016 - 2019   **Bucharest University of Economic Studies, Bucharest, Romania**
BSc Economic Informatics, GPA 87.8/100, Top 15%
Modules include Data Analysis, Web Technologies, Mobile Devices and Applications

2017 - 2018   **Exchange semester at the University of Amsterdam**
BSc Economics and Business

BUSINESS EXPERIENCE

2018 - 2019   **Roland Berger, Bucharest, Romania**
Consulting Analyst Intern (Full time - 4 months, Part time - 11 months)

- Supported consultants (3 projects) in developing client measures through extensive market research, data analysis and other day-to-day tasks
- Appointed in charge of marketing and product positioning streams during a project for a Romanian construction market leader; identified strategies for 5 percentage point profit margin increase; overall profit boost of the project assessed at EUR 90 millions
- Designed an Excel macro model and later worked with IT on an Access database in order to efficiently track client progress during the implementation stage
- Analysed, through both extensive research and mystery shopping, the operations of a Romanian retail market leader in comparison to its national and international competitors; derived industries' best practices and developed strategic measures for the client to maintain itself as a top player
- Assisted a senior project manager on evaluating new market entry and M&A acquisition targets for global client; key tasks included managing one of the project streams, overseeing teammates' work (1 analyst and 1 junior consultant), interacting with the client and delivering final presentation decks
- Managed the company's LinkedIn marketing presence by designing and documenting posts on recycling topics, one of the core competency areas of the office
- Initiated and organised a company campus event attended by 200+ students, increasing the company's awareness to students and materialised in 5+ new analyst applications
- Selected to join senior colleagues in presenting and judging a student campus case study challenge

2017   **Citibank, Bucharest, Romania**
Global Subsidiaries Group Summer Intern (Full time - 2 months)

- Managed 2 key projects: restructuring and updating the clients/ prospective clients database and re-structuring client marketing materials for key sales presentations
- Provided the core team with account and credit documentation, market research for credit applicants, credit administration, client monitoring and support during client interviews for 5 top-tier customers

2017   **Asociatia Studentilor Economisti din Romania, Bucharest, Romania**
The largest Economics student organisation in Romania
Junior Project Manager (Full time - 8 months)

- Coordinated a team of 35+ university students from different departments (marketing, sales, logistics and human resources) targeting the realisation of a personal development programme for university peers (targeted audience of around 10,000)
- Raised more than EUR 2,000 from partner companies as a Sales Representative to sustain the organisations' projects

---

ADDITIONAL INFORMATION

- GMAT: 710 (V35, Q50)
- Graduated as valedictorian of my high school class, GPA 10/10
- Recipient of the Roland Berger Erasmus Scholarship before the commencement of the exchange programme (one of 2 recipients)
- Volunteered at Save the Children Romania, helping 30+ underprivileged primary school children purse their studies and 3 marginalised teenagers return to mainstream education
- Co-founded and then presided a 60+ high school pupils' organisation in my hometown aimed at organising charitable events and conferences with Romanian personalities (6+)
- Led a team of 9 high school peers during a national entrepreneurship competition that lasted for 8 months, managed to secure 2nd place
- Proficient in: Microsoft Office Products (Excel, PowerPoint, Word), Power BI, VBA, SQL, R, Python, Java, C#, C++
- Languages: Romanian (Native), English (Fluent), French (Basic), German (Basic)
- Interests: History (especially art and ancient history), Piano, Small-scale modelling, Jogging