

# GABRIEL IOSA

## MARKETING WIZARD

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### ABOUT ME

I write stuff. I'm a journalist, content creator, blogger and creative being. I own a spin bike. And I know, a hoodie on my resume?! Not very professional... But have you seen my writing? My writing is pretty awesome! Don't believe me? I've been writing, and only writing, for over 10 years now. And none of my 150+ clients asked for their money back!



### WORK EXPERIENCE

#### MARKETING MANAGER

Gem Boss - Coșteiu, TM

2024 - ONGOING

At the end of 2024, I decided to test my own marketing skills for real and launched Gem Boss, an artisanal jams business from the back garden. 12 months later, my jars are sold out, 1 month before the holiday season starts.

#### MARKETING MANAGER

Swiss Solutions - Translation Agency

2022 - 2024

Complete digital presence rebirth: Social media, offers, websites, events, and email marketing. I promoted the values of Romania's leading translation agency, generating over 1.5M organic impressions across all communication platforms.

#### CONTENT CREATOR

Freelance work for 150+ clients.

2017 - ONGOING

Crafted content in English for clients on Upwork and other platforms. Samsung, Netflix, eToro, Provably, Storytailors, eGaming and CupidBox were some of my greatest clients. I made close to \$500.000 in revenue over 5 years.

#### JOURNALIST

Various outlets - Lugoj, TM

2011 - ONGOING

I started working in the media at 17, covering events, leading life-changing investigative pieces for the top media outlets in my city. Afterwards, I created the leading news source, Lugojeanul, which is still the #1 website in the city, nearly a decade after its inception.

### EXPERTISE

Hands-On Marketing

Content Creation

PR Crisis Handler

Great Cooking Capabilities

### EDUCATION

#### BA in CBT/Psychology

University of Toronto Scarborough  
2014

As a marketing responsible, knowing how the human mind works and reacts is a crucial part of my day-to-day operations.

#### Mathematics&Informatics Degree

Coriolan Brediceanu College - Lugoj  
2011

Although I pursued a career in the creative arts, having a logical background is key to analytical decision-making.