

Alex Sitea

Content • Copy • Communication

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Experienced copywriter, accomplished content provider, published journalist, and extreme blabbermouth on a mission to make your story smart, outstanding, and unique.

Freelance writer @ www.alexsitea.com (06.2015 - present)

Content writing & editing • Copywriting • Social media • Written communication • Localization & translation.

• Top results in three languages (EN, DE, RO) for clients such as Apple, Amazon, Telekom, Allianz, Michelin, Orange, Rompetrol, New Concept Living, Bridgehead Media, Royal Canin, WEBfactory, Swiss Commerce, Universum Event Architects and many more.

Senior copywriter DACH @ Zalando (06.2023 - 06.2024)

Copywriting • Content writing & editing • Project management • Localization & translation.

• Copywriter responsible for regionwide marketing campaigns (DE, AT & CH), editor in charge of reviewing and localizing fashion related blog articles (AT & CH), and freelance writer coordinating all text related activities, such as product descriptions, slogans, promo texts etc. (RO).

Senior content writer & senior content editor @ Apple (04.2017 - 06.2023)

Content writing & editing • Localization & translation • Copywriting • UX-writing.

• Wrote and edited over 2500 playlist descriptions for Apple Music (RO) and wrote and localized over 1000 stories for the AppStore (RO) as well as contributed with the translation of the Apple UX texts for Romania across all platforms.

Copywriter & content writer @ Lidl Romania (08.2012 - 06.2015)

Content writing & editing • Copywriting • Project management • Commercial journalism • Social media & PR activities

• Contributed with copy & content to over 100 campaigns that secured Lidl the SUPERBRAND title in Romania and co-managed projects such as interactive websites, supporting apps, advertorial magazines, and the internal communication platform.

Journalist (music, film, tech & fashion trends) @ Bauer-Ringier Publishing (11.2010 - 08.2012)

Content writing • Journalistic research • Content editing • Localization (DE & EN)

• Writing original articles for BRAVO magazine, editing, localization and adaption of German and English content for BRAVO GIRL!, and daily news posting on Noizz.ro. Winner of "Most Read Magazine" in Romania (2011) & "Most Read Youth Publication" (2011 & 2012).

Languages: English (full proficiency) • German (native-bilingual) • Romanian (native-bilingual)

Education: Bachelor in Business Economics, ASE Bucharest • German Language Certificate, German Ministry of Education • Diverse writing & communication courses & awards.

Off the clock: Music • Basketball • Traveling around the world • Skiing • Sneakers • Blogging.



My resume has superpowers and flying is one of them. Here's a technologically advanced way for you to move the printout through the departments around your office. Follow the instructions!

