



Razvan Rizea

Integrated Marketing
& Sales Leader

CONTACT

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SKILLS

- Account Management
- Project Management
- Sales & Purchasing
- Digital Marketing
- Negotiation
- Storytelling
- Website Building
- Videography

SECTORS

- Packaging
- Soft Drinks
- Tourism
- Ecommerce

LANGUAGES

- English
- Romanian

INTERESTS

- Photography
- Outdoor Adventures
- Lifestyle Implementations

Dynamic and results-driven Marketing Professional with a comprehensive educational background in Business Studies, Science, Nutrition, and Sports. Offers a proven track record of generating remarkable growth in the FMCG sector through innovative marketing strategies and robust account management. Excels in creating compelling brand stories, orchestrating effective digital marketing campaigns, and leveraging data analytics to drive decision-making and customer engagement.

PROFESSIONAL EXPERIENCE

Account Manager
(EMEA)
Swisspack Europe

May 2017 – Present

London, UK

- Expertly manage and grow key accounts across Europe and the UK.
- Provide specialist advice on packaging design and material selection.
- Implement process improvements and negotiate effectively with suppliers.
- Consistently exceed sales targets through strategic account management.

Regional City
Manager (BDM)
Reach Contact,
Britvis Soft Drinks

July 2014 – May 2017

London, UK

- Spearheaded Britvic brand development and market penetration.
- Fostered strong relationships with wholesalers and business leaders.
- Supervised and led sales representatives to achieve organizational goals.
- Significantly exceeded annual sales targets through innovative strategies.

Field Sales
Account Manager
PepsiCo Romania

April 2009 – October 2010

Bucharest, RO

- Drove substantial sales volumes and market share growth.
- Established and maintained fruitful business relationships.
- Managed a team of merchandisers, guiding them to success.
- Achieved the highest distribution rate in Bucharest in 2010.

Field Sales
Account Manager
Romaqua Group
Borsec

July 2008 – October 2010

Bucharest, RO

- Generated new business opportunities and managed customer accounts.
- Played a key role in increasing product distribution and market share.
- Led the company to achieve top sales nationally for specific products.
- Demonstrated exceptional sales and account management skills.

EDUCATION

2012 - 2015

BA Business Studies

London South Bank University

2011 - 2012

Science / Nutrition & Sports / Health

London Metropolitan University

2014

Project Management

City University, London

2015

Communication Skills

City University, London