

ANDRA MARIN (DUDULEA)

GLOBAL CONTENT OPERATIONS MANAGER @ IBM INSTITUTE FOR BUSINESS VALUE

Content Operations • Content Creation • Copywriting • Marketing • Project Management • Prompt Engineering

I'm a strategic content operations leader and storytelling professional with 19+ years of experience across enterprise content operations, B2B and B2C copywriting, digital marketing and digital media, journalism, and video production, giving me a rare blend of storytelling depth, operational discipline, and AI-enabled execution.

ACHIEVEMENTS

2026: part of the IBM Global Content Council.

2024: built AI assistant that made onboarding *twice as fast*.

2019: increased visits to a local website by over 3000%

RECOGNITION

2022: Golden Award for Excellence @ Romanian PR Awards.

CERTIFICATIONS

2026: [AI Engineer Agentic Track: The Complete Agent & MCP Course](#) – Udemy

2023: [Write to Ignite: Master the Art of Sales Copy & Copywriting](#) – Udemy

2022: [The Story Course - Storytelling Masterclass](#) – Udemy

CONTACT

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EXPERIENCE

GLOBAL CONTENT OPERATIONS MANAGER IBM
Full time | 2025 - NOW

I use AI to simplify how content is created, published, governed, and promoted across various platforms. I work closely with worldwide teams to remove blockers, improve workflows, and increase the visibility and usability of key thought leadership content.

GLOBAL MARKETING COPYWRITER IBM
Full time | 2017 - 2025

By combining writing, technical knowledge, and data insights, I developed B2B content—from video to digital and print—that helps teams and clients navigate and adopt IBM solutions with confidence.

SENIOR STRATEGIC COPYWRITER SEO ARROW LTD.
Freelance | 2016 - 2025

I develop and lead online and offline communication campaigns, aligning creative execution with brand objectives to deliver cohesive experiences, consistent messaging and stronger audience engagement.

SEO Factory | 2015 – 2017

SENIOR COPYWRITER

Led shaping and evolving the company's brand identity, defining a clear and consistent voice during a period of rapid growth.

PrimeNET Solutions | 2013 – 2015

COPYWRITER

Led content strategy, creation, and management for a network of portals and blogs supporting local and regional SEO initiatives.

HoReCa | 2008 – 2019

CONTENT CONTRIBUTOR

Created editorial content tailored for leaders, decision-makers and investors in the hospitality industry.

LANGUAGES

English: Native/bilingual • *Romanian:* Native/bilingual • *French:* Professional • *Spanish:* Conversational • *Italian:* Basic • *German:* Beginner

EDUCATION

2013: *Master's Degree*, Digital Communication and Media/Multimedia - University of Bucharest

2010: *Bachelor's Degree*, Advertising and Journalism - University of Bucharest

2006: *Baccalaureate*, Humanistic studies - Scoala Centrala, Bucharest